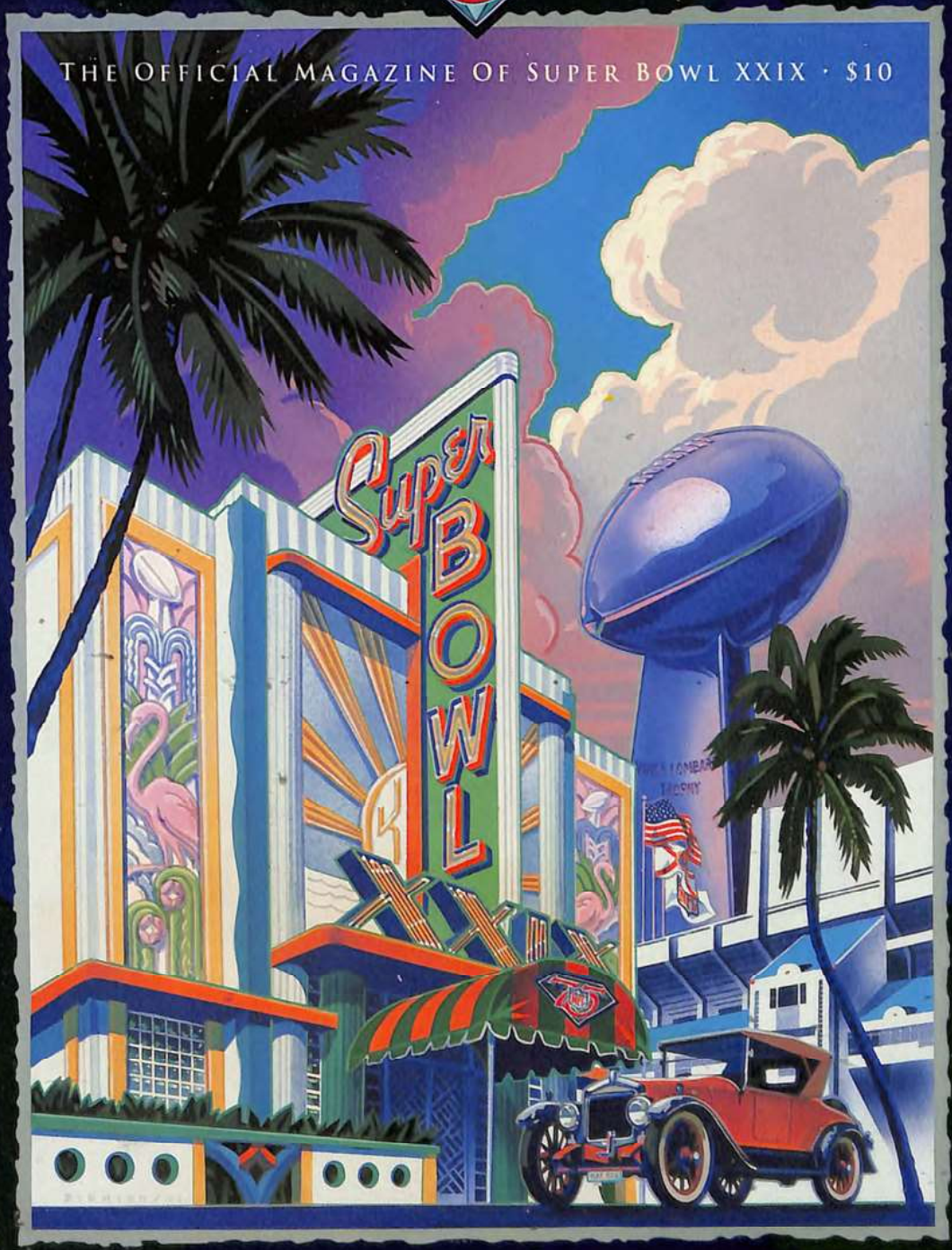
AFC vs. NFC for the NFL Championship and the Vince Lombardi Trophy

1920 1995

THE OFFICIAL MAGAZINE OF SUPER BOWL XXIX · $10

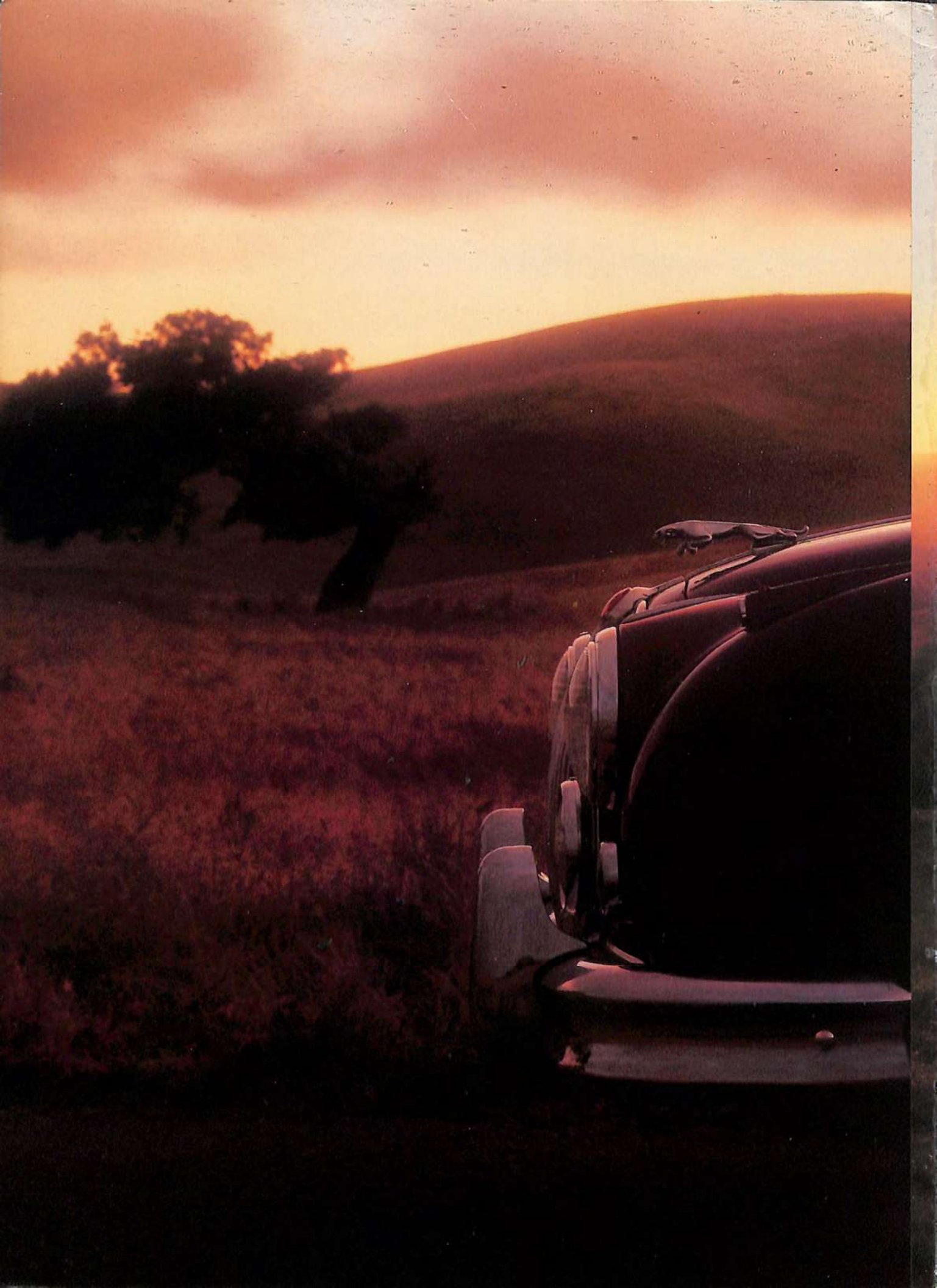


SUPER XXIX BOWL

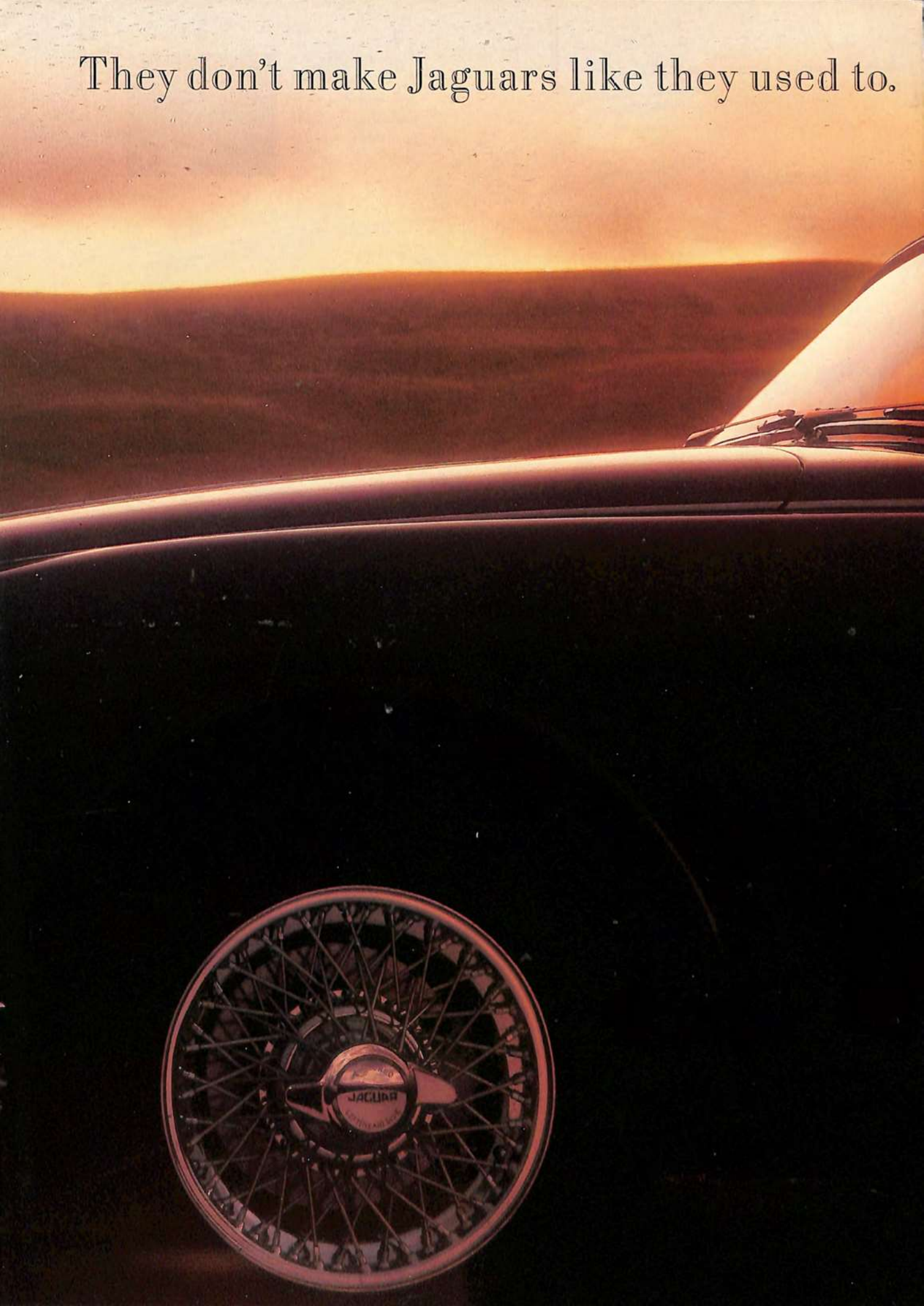
DIAMOND ANNIVERSARY EDITION

SUNDAY, JANUARY 29, 1995 · 6 P.M. · JOE ROBBIE STADIUM · MIAMI, FLORIDA

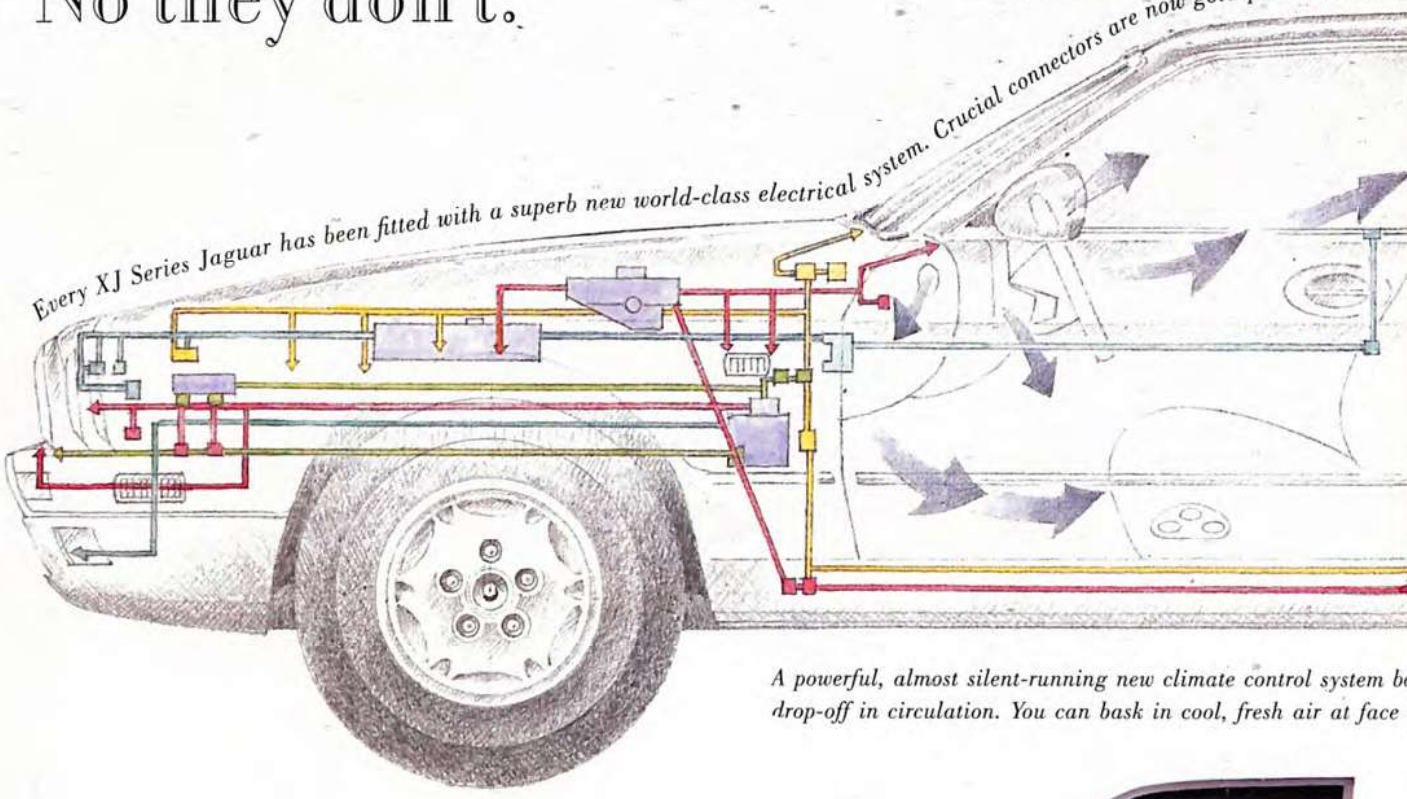
Yes they do.
INTRODUCING THE NEW JAGUAR XJ SERIES.



They don't make Jaguars like they used to.

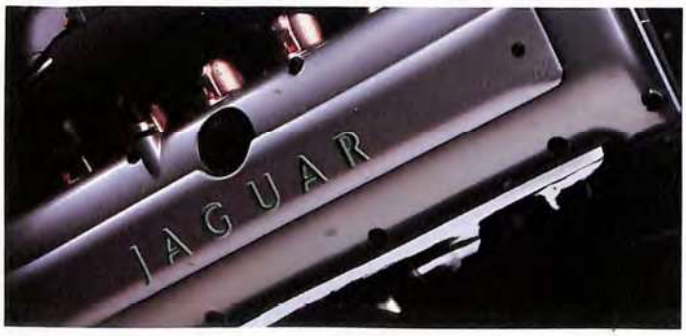


No they don't.



Every XJ Series Jaguar has been fitted with a superb new world-class electrical system. Crucial connectors are now gold-plated to resist

A powerful, almost silent-running new climate control system b drop-off in circulation. You can bask in cool, fresh air at face



A new electronic engine management system optimizes timing and fuel injection according to speed, driving conditions–even barometric pressure.

Each door frame is welded together, not merely bolted–keeping the window frame rigidly resistant to high-speed "whistling."

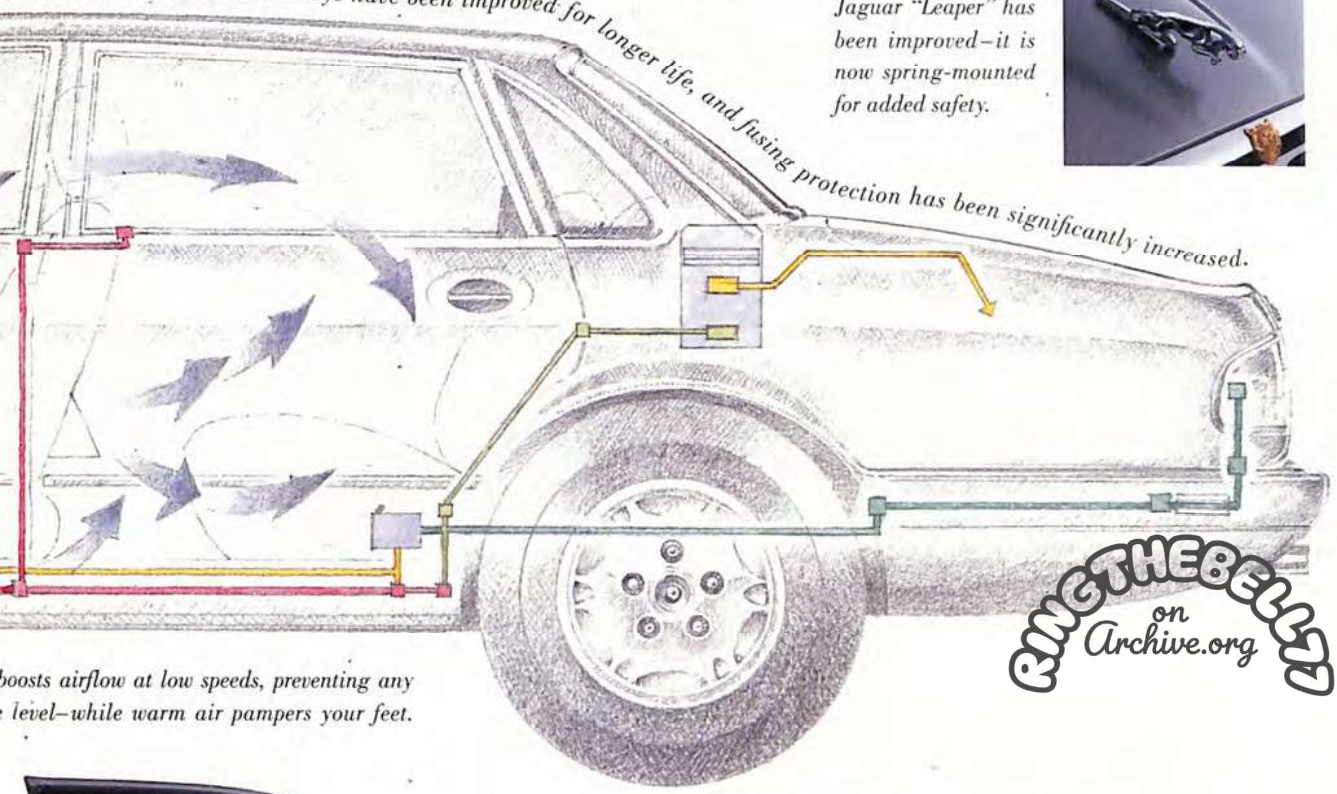
New speed-sensitive steering automatically boosts assistance when you need it–while parking, for example–then progressively reduces it as the car gains speed. The steering column itself tilts and telescopes for easier entry and exit.

A new premium stereo system is standard equipment. Volume automatically rises with car speed and controls are designed for easy use. Also available, a 240-watt Harman Kardon system with six-disc CD autochanger.

Optional equipment shown. Enjoy tomorrow. Buckle up today.

t corrosion. Harnesses and relays have been improved for longer life, and fusing protection has been significantly increased.

Even the famous Jaguar "Leaper" has been improved–it is now spring-mounted for added safety.



boosts airflow at low speeds, preventing any level–while warm air pampers your feet.

RINGTHEBELL
on
Archive.org

All four doors are now double sealed, in effect sealing out noise, vibration and the elements.

In addition to integrated, color-keyed bumpers, new tail-end styling cues include new side panels and a new trunk lid, giving the car a more raised profile.

With even more graceful lines, rounded headlights and a sensuous, sculpted hood, the new XJ Series recollects the great Jaguars of the past, from the stunning XK120 to the classic Series III.

But while this XJ Series borrows some of its understated elegance from earlier models, beneath the surface these Jaguars offer uncompromising new levels of technological expertise and quality. From the more powerful AJ16 engine, to the smoother-shifting transmission, to the sophisticated speed-sensitive steering, no Jaguar has ever felt this silky, this responsive to drive.

Do we make Jaguars like we used to?

It's a question only a test drive can answer. But we're confident the conclusion you reach will be nothing short of exhilarating. For more information and the name of the dealer nearest you, call 1-800-4-JAGUAR.

JAGUAR

SINCE YOU SHOULDN'T EXPECT TO GET RICH QUICKLY, MAYBE YOU SHOULD PLAN TO GROW RICH SLOWLY.

We can help. We're Merrill Lynch.

And we can help you make a real plan to get what you want out of life.

The difference is planning.

One of our Financial Consultants will help you figure out how much you can put away, what kind of growth you need, how to save on taxes and where your money should be invested.

And because Merrill Lynch has more ways to make a plan work for you than any other firm—everything from investments to insurance to mortgages—we can make sure all your money works together.

Take control of your future.

The most important thing about a plan is that it won't work if you don't start it. Get started now and put the power of compounding to work for you sooner. The longer it works, the better off you are.

For more information, call 1-800-637-7455, ext. 8806.

You'll discover there's a difference between getting rich slowly and getting nowhere fast.

The difference is planning.

The difference is Merrill Lynch.

Merrill Lynch

A tradition of trust.

CONTENTS

SUPER BOWL NOW

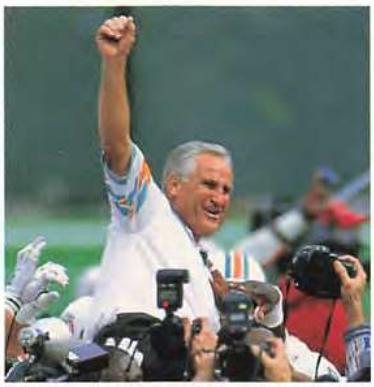
The biggest event on the sports calendar is more than just a game. It's a week's worth of activity—from The NFL Experience to the gala halftime show.

Page 11

SUPER BOWL THEN

Twenty members of the All-Time NFL Team reflect on Super Bowls past—and memories that refuse to dim with age.

Page 35



SUPER BOWL SPOTLIGHT

What do Don Shula, the Pittsburgh Steelers, and David Letterman have in common? They are among the spotlighted subjects in this eclectic assortment of features and introspective columns.

Page 133

A complete listing of all contents is on the next page

SCOUTING REPORTS

Know what to watch for when the Super Bowl combatants take the field with these insightful analyses of the AFC and NFC champions.

Page 81

1994 REPLAY

The road to Super Bowl XXIX provided some wild and unpredictable moments over the course of 20 thrilling weeks. Relive the surprises and the dramatic accomplishments in this comprehensive review.

Page 239

INSIDE:

FROM THE INSIDE *by John Wiebusch* 6
Bill Clinton 8
SUPER BOWL NOW *by James Buckley, Jr.* 11
SUPER BOWL THEN 35
REMEMBRANCES OF SUPER BOWLS PAST *by Kevin Lamb* 37
SUPER BOWL REVIEW 59
SUPER BOWL RECORDS 76
SCOUTING REPORT 81
NFC OVERVIEW 83
AFC OVERVIEW 87
NFC PASSING 91
AFC PASSING 92
NFC RUSHING 95
AFC RUSHING 96
NFC PASS DEFENSE 99
AFC PASS DEFENSE 100
NFC RUSHING DEFENSE 103
AFC RUSHING DEFENSE 104
NFC SPECIAL TEAMS 107
AFC SPECIAL TEAMS 108
HOW THE NFC CHAMPIONS WERE BUILT 111
HOW THE AFC CHAMPIONS WERE BUILT 112
NFC ALPHABETICAL ROSTER 114
STARTING LINEUPS AND NUMERICAL ROSTERS 116
AFC ALPHABETICAL ROSTER 119
NFC PLAYER PHOTOS 121
AFC PLAYER PHOTOS 125
SUPER BOWL OWNERS 128
OFFICIAL SIGNALS 130
SUPER BOWL SPOTLIGHT 133
David Letterman 135
A BALL AT THE BEACH: A PHOTOGRAPHER'S VIEW 138
Carl Hiaasen 149
ALL CHIN, ALL GLARE, ALL SHULA *by Scott Ostler* 152
James W. Hall 163
THE STATE OF THE NFL *by Bob Kearney* 166
Pete Hamill 175
A WORK OF ART *by Joe Gergen* 179
Jeff Powell 187
HUMBLE BEGINNINGS *by Vic Carucci* 188
A PLACE IN THE PRO FOOTBALL SUN *by John Wiebusch* 196
ALL-TIME NFL TEAM/ALL-DECADE TEAMS 204
GREAT TEAMS, GREAT YEARS:
PHOTO MEMORIES OF EIGHT CHAMPIONS 212
DIAMONDS *by Tom Barnidge* 229
1994 SEASON REPLAY *by Jim Perry* 239
1994 STATISTICAL LEADERS 280
1994 AFC RESULTS AND STANDINGS 284
1994 NFC RESULTS AND STANDINGS 286

RINGTHEBELL.US on Archive.org

© 1995 National Football League Properties, Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited.

EDITORIAL OFFICES: National Football League Properties, Inc., Creative Services Division, 6701 Center Drive West, Los Angeles, CA 90045. **Vice President/Editor-in-Chief:** John Wiebusch. **General Manager:** Bill Barron. **Managing Editor:** Chuck Garrity, Sr. **Editor-Super Bowl Magazine:** Tom Barnidge. **Executive Editor:** Jim Natal. **Associate Managing Editor:** Chuck Garrity, Jr. **Associate Editors:** James Buckley, Jr., John Fawaz, Jim Gigliotti, Matt Marini, Jim Perry, Brian Peterson. **Executive Art Director:** Brad Jansen. **Art Director-Super Bowl Program:** Cliff Wynne. **Associate Art Director:** Barbara Hager. **Assistant Art Director:** Susan Kaplan. **Art Directors:** Helen Choy-Whang, Dave Johnston, Sharon Peters. **Manager-Administrative Services:** Kelly English. **Editorial Assistants:** Lee Balint, Joyce Cash, Will Tham, Joe Velazquez. **Director-Photo Services:** Paul Spinelli. **Photo Editor:** Kevin Terrell. **Photo Sales Coordinator:** Tom Snelling. **Library Services:** Kevan Burks, Lawson Desrochers, Scott Macrillo. **Photo Services:** Tina Colvin. **Director of Manufacturing:** Dick Falk. **Director-Print Services:** Tina Dahl. **Manager-Print Services:** Barbara Gehrke. **Production Staff:** Pam Apostolou, Tania Baban, Ellen Brown, Evelyn Javier, Violet Lee, Jardelina Lopes, Joanne Parsh-Fuller, James Whitaker. **Director-Computer Operations:** Brian Davids. **Manager-Computer Operations:** Rick Wadholm. **Assistant Manager-Computer Operations:** Sandra Gordon. **Computer Services Assistant:** Rich Bund. **Typesetter:** Rick Jermain. **Manager-Accounting Services/Advertising Coordinator (L.A.):** Alicia Donahue-Seibert. **Accounting Staff:** Audrey Pickens, Polly Swann, Lacey Riessen. **Administrative Staff:** Nik Adell, Franka Barrimond, Brad Haga, Raymond Pontino. **BUSINESS OFFICES:** National Football League Properties, Inc., 410 Park Avenue, New York, NY 10022. **PUBLISHING: Senior Director-Advertising:** Ed Adams. **Senior Director-Publishing:** Tom Richardson. **Advertising Director:** Jerry Gerardiello. **Publishing Sales Manager:** Charles Schmitt. **Publishing Administration:** Tom Leyden. **Advertising Coordinator (N.Y.):** Laura Quinn Murphy. **EXECUTIVE: President:** Sara Levinson. **Vice President-Marketing:** Jim Schwebel. **Vice President-Worldwide Licensing:** Jim Connelly. **Vice President-Business Development/Special Events:** Don Garber. **Vice President-Sales:** Roger Atkin. **Vice President-Creative Director:** Bruce Burke. **Vice President-Club and Retail Marketing:** Mark Holtzman. **Vice President-Chief Financial Officer:** Ken Hall. **UNITED KINGDOM OFFICES:** 26a Albermarle Street, London W1X 3FA. **Director:** Nick Price. **PRINTING PREPARATIONS: Separations/Filming and Stripping:** Quad/Graphics, Anaheim, CA. **Printing:** Quad/Graphics, Sussex, WI. **Cover Design:** Brad Jansen. **Super Bowl XXIX Illustration:** Dennis Ziemienski.

BEFORE YOU BUY A CAMCORDER, MAKE SURE ITS TAPES PLAY IN YOUR VCR.

Panasonic introduces the new Palmcorder™ Camcorder. Its tapes play in your VHS VCR. Not all camcorders can do that.

Today, when you buy a camcorder it seems like you have a lot of options...until you take a closer look. If you want a camcorder that shoots tapes that play in your VHS VCR, then look at the new Panasonic Palmcorder PV-IQ604. It's VHS. So, its tapes can play in the VHS recorder you, your family and most of your friends already own. That makes it easy to share tapes.

Panasonic Palmcorder IQ™ with Color Viewfinder

DEIS Image Stabilizer helps hold the picture steady.

And this new Palmcorder also makes it easy to shoot your tapes. Its advanced color viewfinder gives you an image with incredible detail. And it has DEIS–a Digital Image Stabilizer–that helps hold the picture steady.

Panasonic compact VHS tapes record for up to 1½ hrs.

So, if you're looking for a camcorder, either you can get the new Panasonic Palmcorder... or take your chances.

TV picture simulated.

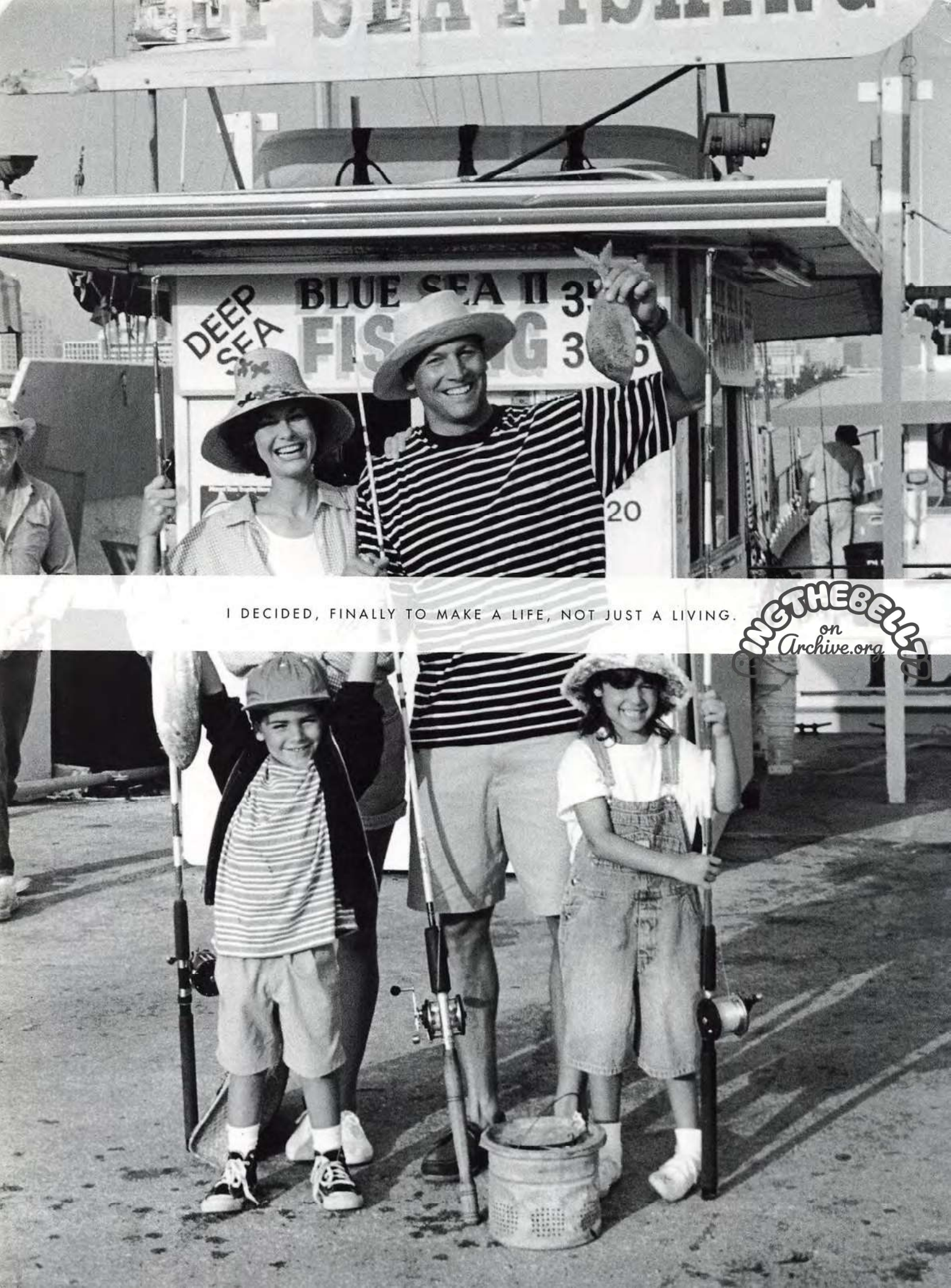
The PlayPak lets you play your tapes in any VHS recorder.

Proud Sponsor 1996 U.S. Olympic Team 36 USC 380

USA

Panasonic®

just slightly ahead of our time.®



I DECIDED, FINALLY TO MAKE A LIFE, NOT JUST A LIVING.

RINGTHEBELL.TV on Archive.org

HART SCHAFFNER & MARX
FOR THE QUALITY OF YOUR LIFE

IT DOESN'T GET ANY BETTER

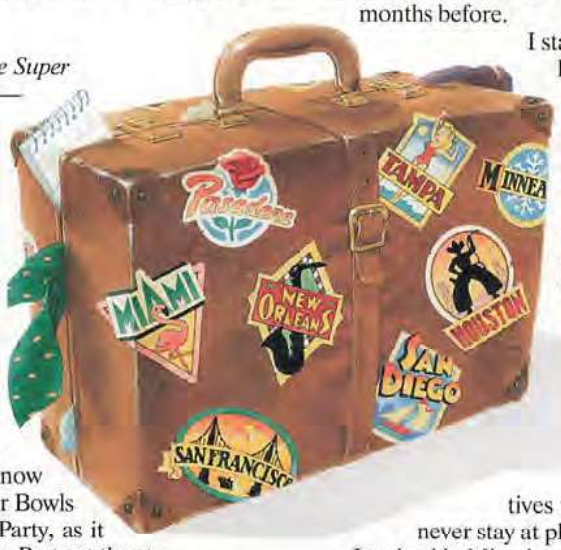
BY JOHN WIEBUSCH

The Super Bowl that will be played in Joe Robbie Stadium today will be my XXVth. My last wedding anniversary also was my XXVth, but that's another story.

After all those years, after all those ultimate big-game experiences, you might think that I would be a little cynical. You might think that maybe I might even be taking it all for granted.

Fat chance.

Fact is, this is the Super Bowl. *The Super Bowl*. And there is nothing like it—nothing—in American culture. It's not just the game I am talking about, it's the *Event*. The World Series comes closest. But compared to the Super Bowl, the World Series is *Star Search* alongside a great Broadway musical.



The danger, of course, for the several thousand people lucky enough to be here each year is that the game almost becomes an anticlimax. After a week of media scrutiny, of nonstop socializing, of lavish and memorable parties (I know people whose reference to past Super Bowls is the Friday night Commissioner's Party, as it has come to be known, or the Tailgate Party at the stadium the day of the game)...well, after all that you sometimes have to remind yourself there's still a *game* to be played.

For me, the games are eternally memorable, even when the final score often sounds like the Christians against the lions in ancient Rome.

If you had been in the Superdome for the Patriots against the Bears in Super Bowl XX, I guarantee that you never would forget the powerful energy of the Chicago fans and their team of destiny. I guarantee that you would never forget the playing of the Bears' video, "The Super Bowl Shuffle," on the stadium message board at halftime. Richter could have measured the earthquake in the Superdome. And the cheer when the video ended? I get goosebumps even thinking about it. Who cares that the final score was 46-10?

The same is true of Super Bowl XXII in San Diego in which the final score was 42-10. What I'll never forget is Washington quarterback Doug Williams triggering the most thrilling 15 minutes of one-team action I've ever seen. With Williams passing for 4 touchdowns and 228 yards, the Redskins scored 35 points against Denver in about the time it takes to shave and shower.

The big-game effect is cumulative. I think of the cocky pre- and postgame swaggers of the people from Pittsburgh, Dallas, and San Francisco. Or the sad, long faces of Minnesota, Denver, and Buffalo fans. If there is anything negative about the Super Bowl, it is that it seems to have become, through no fault of its own, a society of haves and have nots. And, sadly, we somehow make Super Bowl losers feel as if they have to wear bags on their heads.

Super Bowl events are mountain streams of memories for me. There is not enough room here for me to tell you about all of them, or even a fraction of them.

Ask me to name the most memorable of the 25 games, and I would have to say my first one, Super Bowl V, which in a bit of personal poetic symmetry, also was played in Miami.

I was there to go to the game in the Orange Bowl, of course. But mostly I was there to do interviews for a book I was putting together on the life of Vince Lombardi, who had died of cancer four months before.

I stayed at the Fontainebleau Hotel, ironically the same hotel I stayed at this year (in 1971, the Fontainebleau was a wilted flower; in 1995, the Fontainebleau has its petals open again, like most of renovated Miami Beach).

In 1971, the Fontainebleau was next door to the Kennilworth Hotel. Fifteen or so years later, they put explosives under the Kennilworth and brought it down in one atomic-looking swoop.

But in 1971, the Kennilworth still had glamour, still had not lost its figure. You will know that was true when I tell you that it was the hotel where NFL owners and executives were staying. NFL owners and officials never stay at places where they leave the light on.

I arrived in Miami on the Monday before the game, and I went over to the Kennilworth to find my friend Jim Finks, the Vikings' general manager and a pal from my journalistic days in Minneapolis. There was not a kinder human being on earth than Jim Finks, and he took me around to the cabanas of NFL owners.

"This punk kid doesn't look old enough to buy a beer," Finks said to George Halas, "but he's doing a book on Vince...and he's all right."

I spent two hours with Halas talking about his legendary Green Bay rival. After that, Papa Bear was my friend until the day he died at age 88 in 1983.

Finks introduced me to Pete Rozelle and Jim Kensil, to Wellington Mara and Art Modell, to Art Rooney and Dan Rooney, to Tex Schramm and Edward Bennett Williams, to Dan Reeves (the Rams' owner) and Lou Spadia. Only Mara, Modell, and Dan Rooney still are involved with the game today (Jim Finks has joined Lombardi, Halas, Art Rooney, Reeves, and Williams in that Higher League). In 1971, they were the kingpins of the sport.

I floated home with four notebooks of scribblings and a dozen tapes.

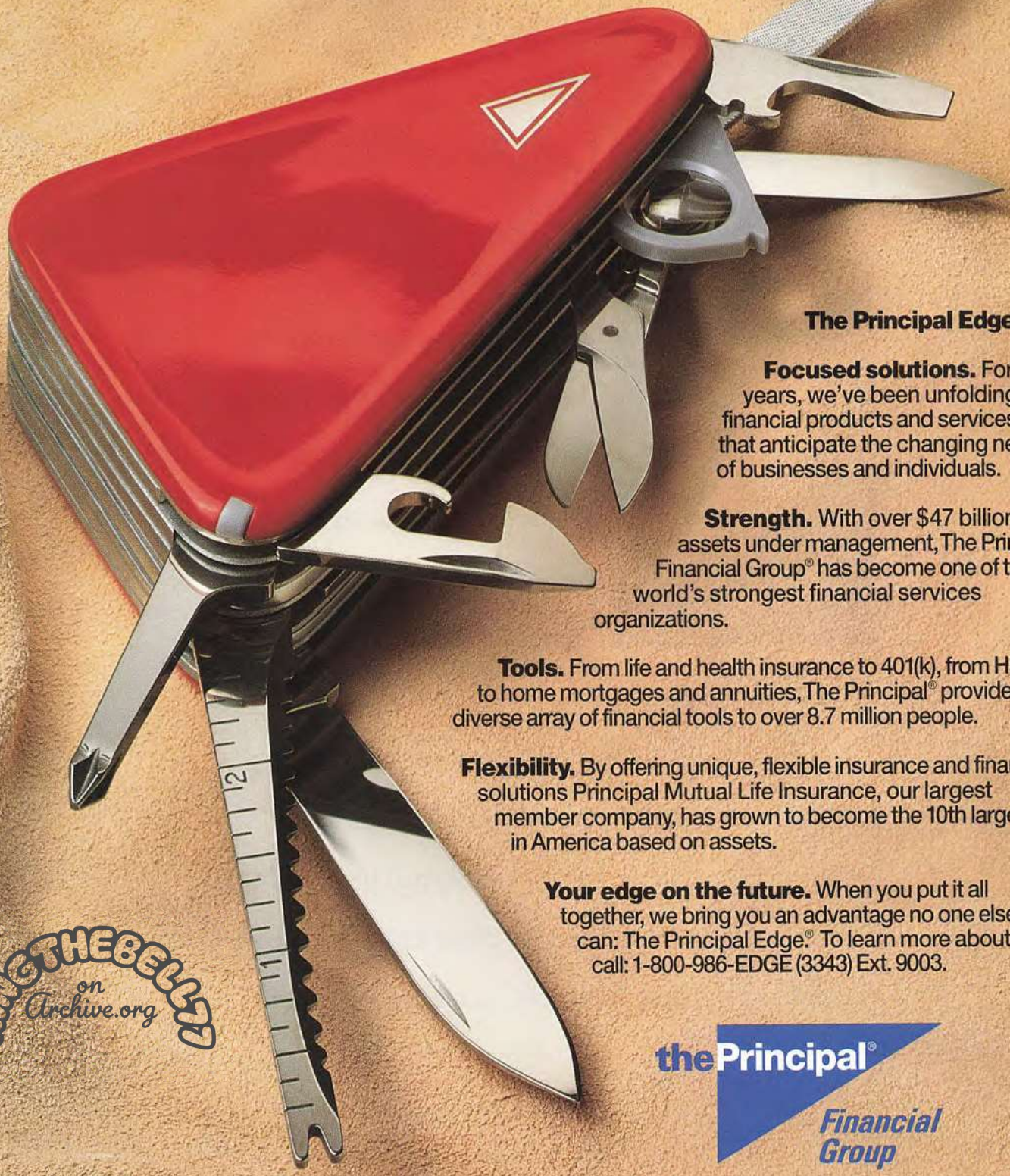
Oh, yes, there was a game that year, too. In a contest dubbed the Blunder Bowl, there were a total of 11 turnovers. Not exactly beautiful? Yes. Anything but exciting? No, hardly. Who could forget Jim O'Brien's tie-breaking field goal in the final seconds? Who could forget the Cowboys' Bob Lilly throwing his helmet 60 yards in disgust over the Baltimore Colts' 16-13 victory?

So I test myself by saying, over and over: *The Super Bowl is only a game. The Super Bowl is only a game. The Super Bowl is only a game.*

Yeah. And Cindy Crawford is only a woman.

ROGER BEERWORTH

We have the edge you need to meet any financial challenge.



The Principal Edge.®

Focused solutions. For 115 years, we've been unfolding financial products and services that anticipate the changing needs of businesses and individuals.

Strength. With over $47 billion in assets under management, The Principal Financial Group® has become one of the world's strongest financial services organizations.

Tools. From life and health insurance to 401(k), from HMOs to home mortgages and annuities, The Principal® provides a diverse array of financial tools to over 8.7 million people.

Flexibility. By offering unique, flexible insurance and financial solutions Principal Mutual Life Insurance, our largest member company, has grown to become the 10th largest in America based on assets.

Your edge on the future. When you put it all together, we bring you an advantage no one else can: The Principal Edge.® To learn more about it call: 1-800-986-EDGE (3343) Ext. 9003.

RINGTHEBELL on Archive.org

thePrincipal® Financial Group

Life and Health Insurance • HMO/PPO • Pension • Stock Brokerage • Mutual Funds

© 1994 Principal Mutual Life Insurance Company, Des Moines, IA 50392-0150. Products and services offered through Principal Mutual Life Insurance Company (The Principal) and its subsidiaries. Stock brokerage through Principal Financial Securities, Inc. (not available in all states). Managed health care through Principal Health Care, Inc. (not available in all states). Home mortgages available through Principal Residential Mortgages. Mutual funds distributed through Princor Financial Services Corporation, a registered broker dealer (prospectuses available upon request).

FROM THE WHITE HOUSE DESK OF

Bill Clinton

Warm greetings to all those enjoying Super Bowl XXIX at Joe Robbie Stadium in Miami, Florida. The contest is sure to be filled with the same suspense and excitement that always characterizes the biggest football game of the season.

As one among millions of Americans who share a love and enthusiasm for professional football, I am happy to commend the sportsmanship and the pursuit of excellence that have defined the Super Bowl. This year's competitors can take great pride in the hard work and

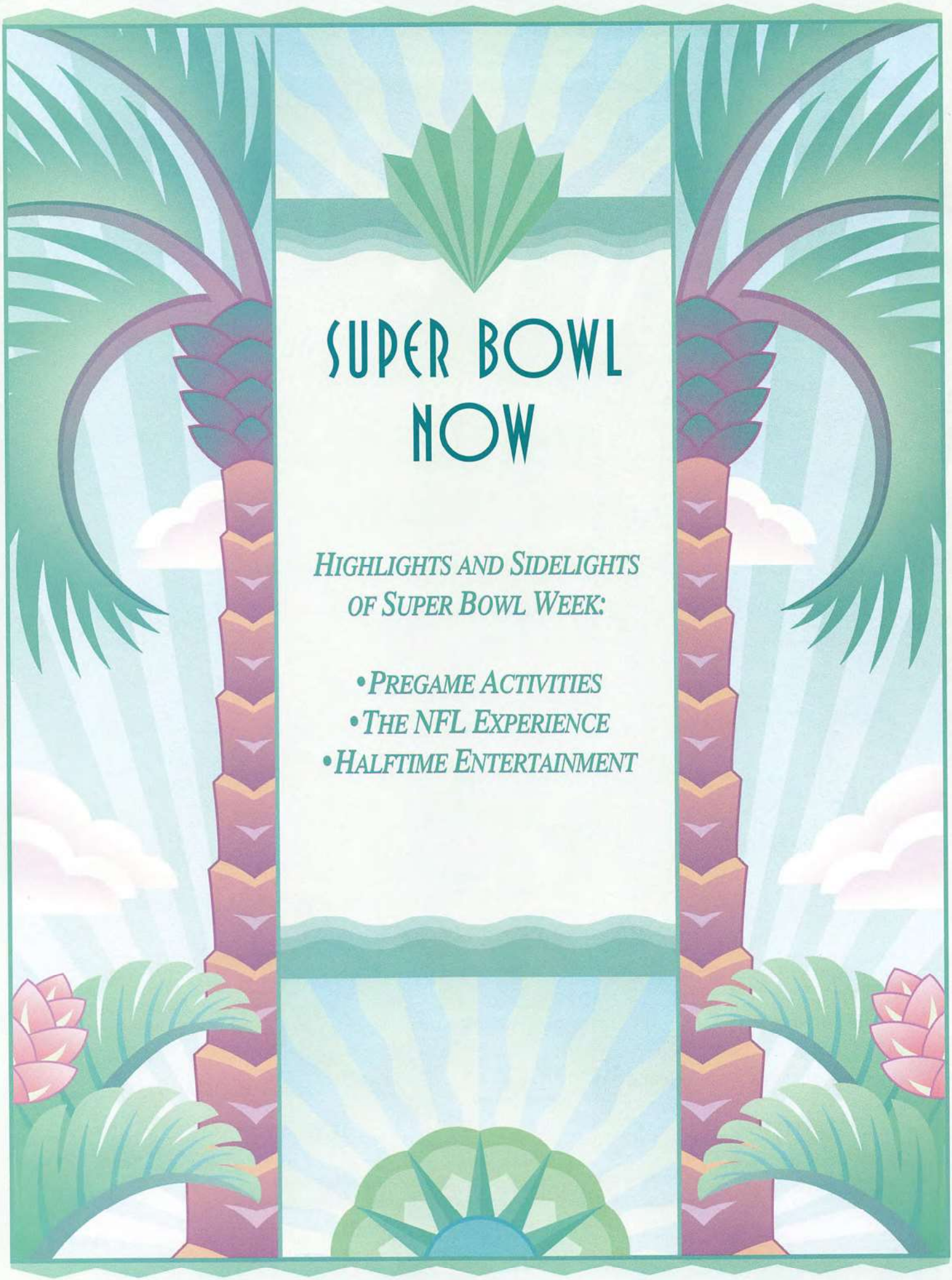
dedication that have brought them to this level of accomplishment. As each team takes the field in search of victory, we see firsthand the discipline and determination that have earned the coaches and players the right to compete in one of the world's largest sporting events.

Since 1967, Americans have looked forward to each Super Bowl with great anticipation. From pregame parties to the traditional halftime celebration, the Super Bowl ritual has become a permanent part of American culture. As we celebrate the seventy-fifth year of the National Football League, we recall with fondness the many memories of Super Bowls past—the diving catches, the crushing defenses, the coaches who led their teams to victory. This year's game is sure to provide fans with another memory to add to their Super Bowl highlight reels.

Best wishes to all for a memorable and exciting game.

JUST ADD BACARDI

Bacardi® rum. Made in Puerto Rico. BACARDI, THE BAT DEVICE, AND THE WAVE DEVICE ARE REGISTERED TRADEMARKS OF BACARDI & COMPANY LIMITED. ©1994 BACARDI IMPORTS, INC., MIAMI, FL. 40% ALC. BY VOL.



SHAN OGDEMLI/FELDMAN DESIGN

Rewards add up

with the American Express Card.

RINGTHEBELL77 on Archive.org

Only the American Express® Card rewards you with such a choice of airlines to fly on, hotels to stay in, and experiences to enjoy.

It's all part of the *Membership Miles*® program: the rewards program that gives you a choice of 6 premium airlines and their international affiliates; 5 world-class hotel chains and resorts; special Vacation Awards; and our exclusive Unique Experiences, which offer something truly different.

When you enroll, you'll earn one program mile for every dollar you spend on the Card. So you can redeem your rewards faster than ever! And best of all, the *Membership Miles* annual program fee of $25 is waived the first year.

The *Membership Miles* program is our way of saying `thank you' every time you use the American Express Card.

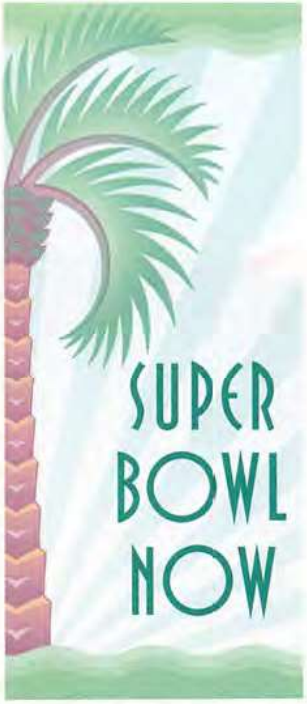
To enroll in the *Membership Miles* program or to apply for the Card, call 1 800 AXP-MILE (1 800 297-6453). Then watch how quickly your rewards add up.

Don't Leave Home Without It.®

DELTA AIR LINES · USAir · Continental · SOUTHWEST AIRLINES · aeromexico · MEXICANA · Marriott HOTELS · RESORTS · SUITES · Sheraton · Hilton · WESTIN HOTELS & RESORTS · RENAISSANCE HOTELS AND RESORTS

1 800 AXP-MILE. Call now to enroll or apply.

Cardmembers can begin redeeming miles once $5,000 is charged on all enrolled Cards. *Membership Miles* program partners subject to change. Some Corporate Cards, Optima℠ Cards and Cardmembers with foreign addresses may not be eligible for enrollment. The fee for some Corporate Cards may be $50 and terms may vary.



Happy Anniversary

Super Bowl XXIX wraps up a season-long celebration of the NFL's 75th anniversary. And on Super Bowl Sunday, the celebration continues.

Four members of the Pro Football Hall of Fame will participate in the pregame coin toss today. Representing the fifties, sixties, and seventies, all are among the 48 distinguished members of the NFL's All-Time Team, chosen this year to mark the anniversary.

• **Otto Graham**, who played for the Browns from 1946-1955, still holds a number of passing records. The strong-armed quarterback led Cleveland to four AAFC and three NFL championships.

• The fierce linebacking play of **Ray Nitschke** helped the Packers dominate the sixties. In 14 seasons in Green Bay, he helped his team win five NFL titles, including Super Bowls I and II.

• **Gale Sayers** was one of the most exciting players in the history of the NFL as a running back and kick returner for Chicago from 1965-71.

• Defensive end **(Mean Joe) Greene** was the heart and soul of Pittsburgh's "Steel Curtain" defense in the seventies. He was a vital cog in Steelers victories in Super Bowls IX, X, XIII, and XIV.

Oh, Say Can You See, Kathie Lee

Here's a Super Bowl first: The singer is married to the announcer. Kathie Lee Gifford, who will sing the National Anthem before today's game, is the wife of ABC Sports announcer Frank Gifford.

While most people know her from her work on ABC's popular morning talk show "Live with Regis and Kathie Lee," Gifford also is a nightclub entertainer who has recorded several albums. She also spent several years singing on the television game show "Name That Tune."

Sergio Mendes brings a Cuban flavor to the pregame festivities.

HOT INFO

Kickoff: 6 P.M. (EST)

Opponents: NFC Champion vs. AFC Champion for the National Football League Championship and the Vince Lombardi Trophy. The NFC Champion will be the home team and will have the choice of wearing white or colored jerseys.

Players' Shares: Each member of the winning team will receive $42,000; each member of the losing team, $26,000.

Overtime: If Super Bowl XXIX is tied after 60 minutes, the game will continue into sudden-death overtime, played in 15-minute periods. The first team to score will win.

Television: ABC will begin its pregame show at 4 P.M. (EST), with the game telecast beginning at 6 P.M. (EST).

Radio: Broadcasts in English and Spanish will begin on CBS Radio at 5:45 P.M. (EST).

Medical Emergencies: There are two first-aid stations in Joe Robbie Stadium—on the ground level at Gate F and on the 400 level concourse at section 431. Also, First-Aid teams from the Metro-Dade Fire Rescue are stationed throughout all public areas. They are recognizable by their blue jumpsuits. Should you or anyone near you need medical assistance, please contact any security guard, usher, or stadium representative. If possible, please provide the location of the patron and the nature of the problem.

Pregame Pageantry

There's a lot to celebrate even *before* the kickoff of Super Bowl XXIX—the 75th anniversary of the NFL, the 25th anniversary of *Monday Night Football*, and even the 150th anniversary of the state of Florida. So the theme of today's pregame show is a natural: "Let's Celebrate."

Hosted by Pro Football Hall of Fame quarterback Joe Namath, the show will feature 800 cast members, joined by enormous inflatable props, hovercraft, parachutists, a laser light show, and the 482nd Fighter Wing in a celebration of Florida's many outdoor activities and the state's Latin heritage.

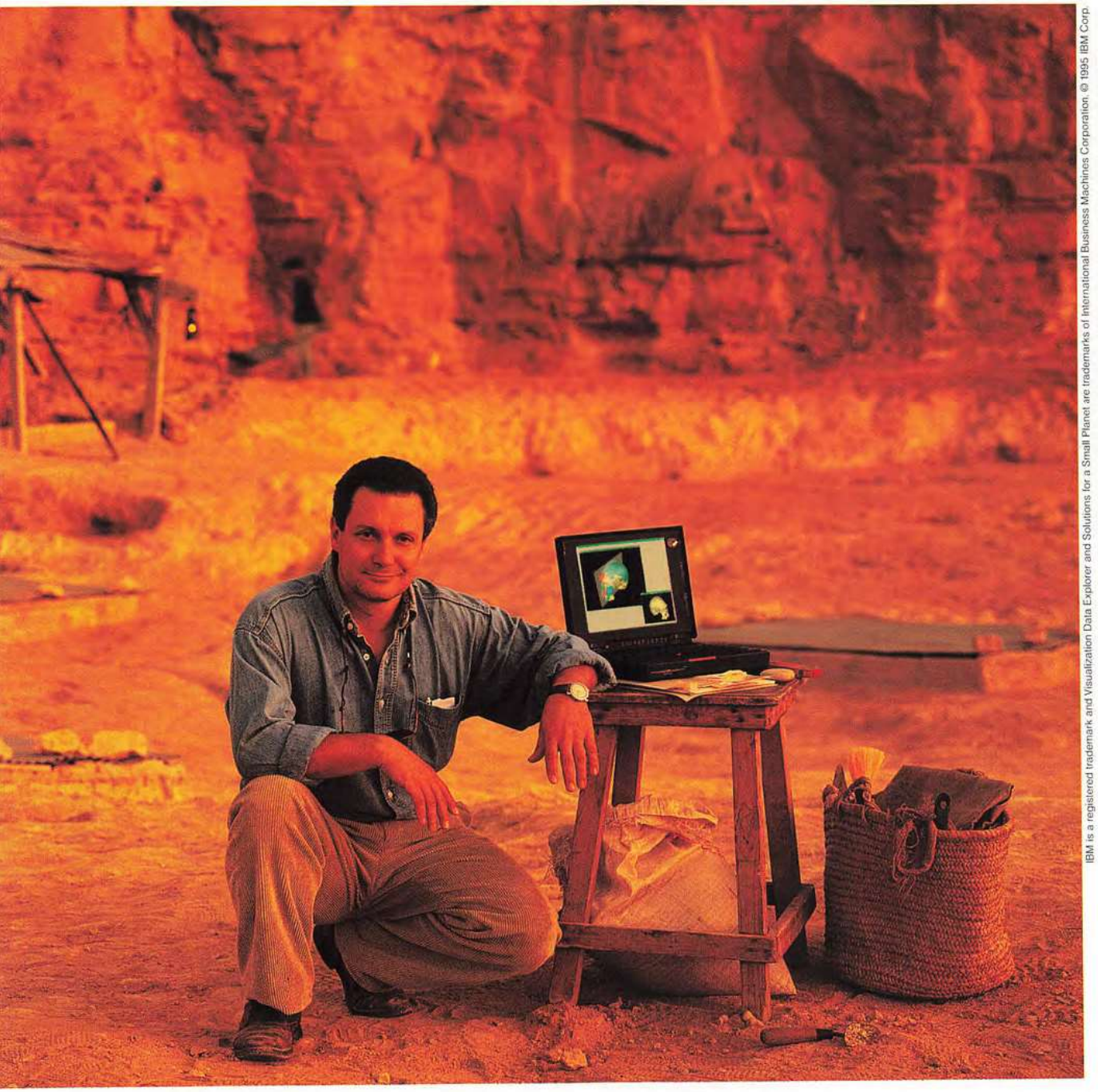
After the Caribbean pop group Island Breeze warms things up, the Scala Miami dance troupe will accompany legendary Latin music star Sergio Mendes in renditions of popular Latin music, a performance that will feature enormous dancing puppets. The finale will be a performance by country music star Hank Williams, Jr. With a live rendition of his award-winning theme song for ABC's *Monday Night Football*, Hank will get us all "ready for some football." A laser light show will accompany the national anthem, sung by Kathie Lee Gifford (see box).

And then the real fun begins: Super Bowl XXIX.

Hank Williams Jr. will get us all "ready for some football."

Thomas Quarry
Casablanca, Morocco

IN CASABLANCA, A SLIVER OF BONE REVEALED A CHUNK OF HISTORY when Dr. Jean-Jacques Hublin unearthed a few fossilized skull fragments. Then Hublin and a team of IBM scientists fed this shattered 3-D jigsaw puzzle into a unique program called Visualization Data Explorer.™ The tiny

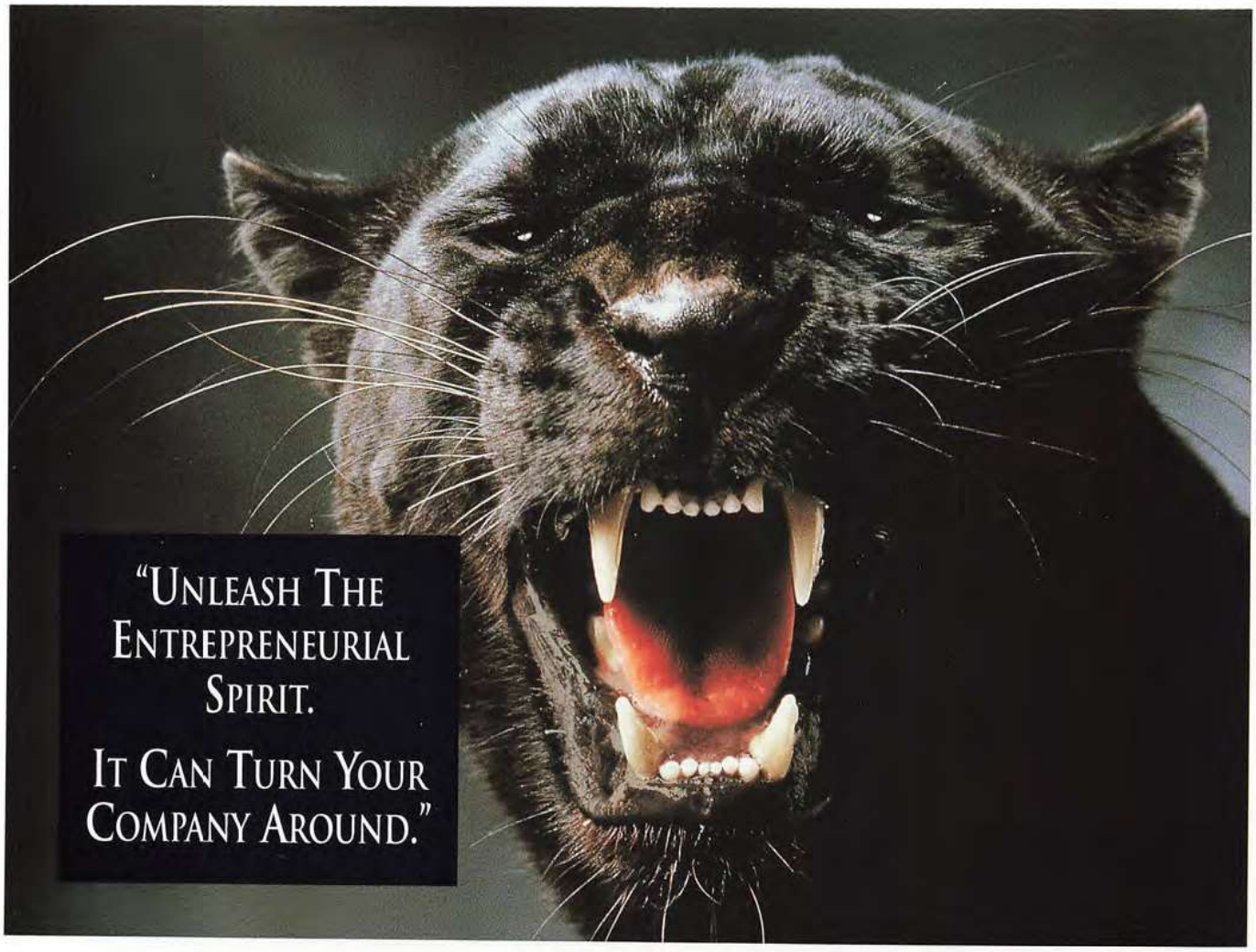


IBM is a registered trademark and Visualization Data Explorer and Solutions for a Small Planet are trademarks of International Business Machines Corporation. © 1995 IBM Corp.

pieces helped form an electronic reconstruction of our early ancestor, the first Homo sapiens. This new IBM technology has turned time back 400,000 years, uncovering clues to the origins of mankind. What can visualization technology reveal to you? Call 1 800 IBM-3333, ext. G101, and see.

Solutions for a Small Planet™

IBM



Alert to every opportunity. Quick to pounce. Proud to carry off the prize while the competition fumes. This fierce entrepreneurial spirit now drives many of America's largest companies, turning them into powerful global competitors once again.

Chemical shares the entrepreneurial need to move swiftly. We'll help you seize opportunities that can vanish in a flash—from acquisitions to debt restructuring to managing currency exposures, and more.

To fund your initiatives, we can arrange bank financing through Chemical Bank or access the public or private debt markets through Chemical Securities Inc.

As leaders in global loan syndication, we know how to meet aggressive timetables and bring complex financings to a seamless close.

Chemical can work with you as banker, advisor, and trading and investment partner worldwide, building an association that benefits us both.

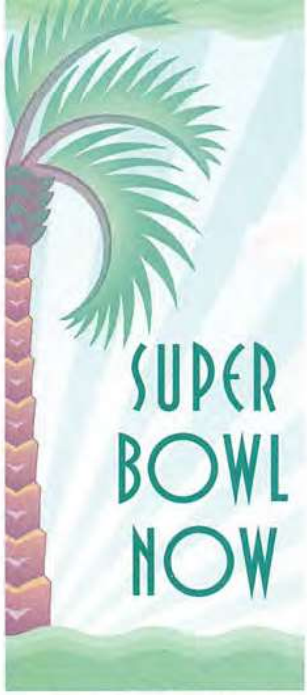
That's our own entrepreneurship, unleashed to help you make the most of your opportunities.

CHEMICAL

EXPECT MORE FROM US.℠

© 1994 Chemical Banking Corporation

Chemical Bank and Chemical Securities Inc. are separate subsidiaries of Chemical Banking Corporation.
Chemical Securities Inc.-Member NASD/SIPC



Today's Halftime Heroes

Always a highlight of Super Bowl Sunday, the Doritos Super Bowl XXIX halftime show (produced by Walt Disney Attractions) promises to be one of the best ever.

An extravaganza of stunts and special effects will fill Joe Robbie Stadium, featuring a cast of 1,000 in an "Indiana Jones Adventure: Temple of the Forbidden Eye."

One of the musical stars of the halftime show is Patti LaBelle, one of America's most popular and versatile singing stars. Since starting her career in the 1960s, she has recorded hit after hit, both as a member of a group (the first all-female rock group, LaBelle), and as a solo artist (she received her eighth Grammy nomination last year for her live album).

Singing with characteristic gusto and fire, LaBelle is equally at home singing rock, rhythm & blues, and country. Her versatility also is shown on the concert stage, as a movie actress, and on television specials.

Halftime will also showcase the magical, musical mastery of Tony Bennett, who has, in the words of *The New York Times*, "not only bridged the generation gap, he has demolished it." After a 40-year singing career that earned him a place among America's greatest entertainers, Bennett has achieved a unique distinction. He has won the hearts of those who think the eighties are old-fashioned, while retaining fans he first attracted 40 years earlier. His elegant and classic style remains unchanged. He still sings the standards that he helped make a part of American musical history.

Trumpet virtuoso Arturo Sandoval and bandleader Emilio Estéfan also will take the stage, bringing their world of music to the Super Bowl. Sandoval is one of the world's most respected jazz trumpeters, combining a knowledge of the genre that has made him an international music scholar with the influences of his native Cuba to create a hot brand of soul-stirring sound.

Estéfan is well-known to American audiences as the founder of the Miami Sound Machine, long headlined by his wife, Gloria Estéfan. While it was her voice listeners heard, it was Emilio's music that helped make the group one of the biggest success stories of the 1980s. With the founding of his new record company, Crescent Moon, Estéfan is poised for another leap forward. Joe Robbie Stadium should be shaking by the time Emilio and the Miami Sound Machine finish their set.

Clockwise from top: The music of Tony Bennett, Patti LaBelle, Emilio Estefan, and Arturo Sandoval will keep the energy of Super Bowl XXIX alive at halftime.

ANN CUTTING

HALFTIME CREDITS

Produced by Walt Disney Attractions

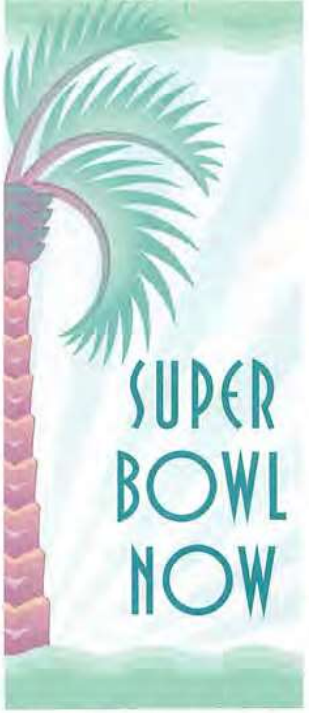
Executive Producer	Ron Logan
Senior Producer	Scott Powhatan
Show Producer	Bettina Buckley
Show Director	Jay Smith
Fight Director	Rick Sordelet
Production Manager	Taz Marosi
Musical Director	Steve Skorija
Music Producer	Emilio Estefan Jr.
Costume Designer	Lynne Ford
Lighting Designer	Jeff Ravitz
Special Effects Designer	Tylor Wymer
Production Designer	Cindy White
Associate Designer	Lynn Holloway
Technical Director	Brent Kelley
Stage Supervisor	Joe Zenas
Costume Supervisor	Cheryl Pucci
Casting Director	Ron Rodriguez
Celebrity Casting	Patti Craven
Casting Coordinator	Kris Zajkowski
Choreographers	Robbie Mackey
	Jean-Marc Chastel
Asst. Choreographers	Jane Carrington
	Zita Wenzel
Production Stage Manager	Cindy Rosten
Transportation Coordinator	Roy Maples
Production Assistants	Keith Dyer
	Cheryl Hover

Special thanks to Patti LaBelle and PAZ Management, Tony Bennett and William Morris Agency, Arturo Sandoval and Turi's Music, Inc., Miami Sound Machine and Estefan Enterprises, Inc.

Be afraid. Be very afraid.

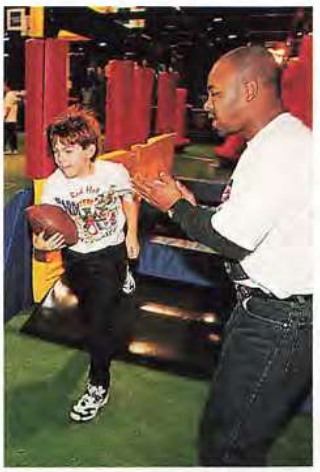
(yes, it's real gold.)

© The Paddington Corporation 1994. Swiss Tip #3: Eat cheese with holes.



Getting Into The NFL Experience

The west parking lot at Joe Robbie Stadium underwent a magical transformation during Super Bowl week when The NFL Experience, a unique pro football theme park, sprang to life across 650,000 square feet.



Fans young and old can make like the pros at The NFL Experience.

More than a half-million fans have attended The NFL Experience since its debut in Minneapolis prior to Super Bowl XXVI. It has been a part of Super Bowl week ever since, playing to sellout crowds in Pasadena (XXVII) and Atlanta (XXVIII). Some of the major attractions:

Measure Up to the Pros—A chance for fans to see how their physical dimensions and athletic abilities compare to those of the biggest stars in the game.

Training Camp—Aspiring NFL stars try to defeat an obstacle course and a line of would-be defenders blocking their path to a touchdown.

NFL Quarterback Challenge—Fans test their passing accuracy—just like the pros in the NBC-televised competition—by throwing regulation game balls at sensor-driven targets.

Down and Out—Armchair receivers get to run pass routes through a maze of simulated defenders and try to catch a touchdown pass thrown by an automated machine.

Extra-Point Kick—Tee up the ball and see what it's like to try to convert an extra point through regulation uprights.

NFL Films Theatre—Emmy Award-winning NFL Films presents a high-impact feature that captures exciting NFL action.

75 Seasons—Fans can walk down the hallways of the past, where rare photographs and artifacts from the Pro Football Hall of Fame tell the story of the NFL's 75 seasons.

Coca-Cola Super Bowl Card Show—A 75,000-square-foot extravaganza with exhibits from dealers, manufacturers, and collectors, and free autograph sessions.

Foot Locker NFL Team Shop—A must-stop shop for every NFL fan: officially licensed merchandise from all 30 teams.

Hours of Operation—The NFL Experience is open Thursday (January 26) through Saturday (January 28) from 10 A.M.-10 P.M. and on Sunday (January 29) from 10 A.M.-4 P.M.

Ticket Information—Admission tickets may be purchased at the gate or in advance through TicketMaster (subject to TicketMaster service charge). Ticket prices: adults, $12 (at the gate) and $9 (in advance); children (12 and under), $6.

FOR THE HEARING IMPAIRED

Telex Communications is providing an Assistive Listening system for hearing-impaired fans at today's game. Personal receivers are available at special booths throughout the stadium.

ROB BROWN/NFL PHOTOS

Want to see what you'd look like as an NFL Player? You can today.

DAVID DRAPKIN/NFL PHOTOS

DAVID DRAPKIN/NFL PHOTOS

Whether taking on a wall of blockers or getting tips from NFL stars, there's something for everyone.

BOB ROASATO/NFL PHOTOS

Visitors discovered more than 50 interactive games, exhibits, and tests of skill involving America's favorite sport. The Coca-Cola Super Bowl Card Show, featuring free autographs from players, was another highlight of the event.

Produced by NFL Properties, the league's marketing, licensing, and publishing arm, The NFL Experience came to south Florida courtesy of American Express and Coca-Cola, in association with Classic Games, Foot Locker, Miller Lite, and Wavy Lay's.

RECYCLING SCORES

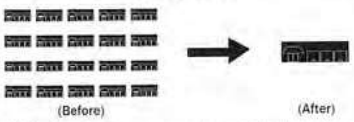
In the stands and behind the scenes, recycling is a big part of the Super Bowl game plan. This year for the first time, solid waste recycling is mandatory for all vendors. Food-service supplies and waste from The NFL Experience, the Super Bowl media center, and the Super Bowl Party, as well as Super Bowl XXIX, will be recycled through Miami's community recycling programs. Even non-recyclable waste will be sent to a Miami plant to be turned into electric power, while extra food will be donated to local food banks. A fleet of buses will enhance air quality by reducing the number of passenger cars at the game.

Introducing a game plan that will help you beat your competition.

It's Integrated Logistics from Ryder.

The game plan is called Integrated Logistics. It's a new systemwide management view of the logistics channel. A way of evaluating the entire system, rather than evaluating the components separately. So you can get materials and goods to the right place, at the right time, for the lowest possible cost. And when you can do that, you're on top of your game.

PLAY #1 - REDUCED INVENTORY INVESTMENT



(Before) (After)

We helped one company dramatically reduce their warehouse facilities and inventory investment by replacing a costly warehouse network with a more efficient transportation network.

Ryder® has the systems and expertise to integrate, manage and operate your company's logistics needs.

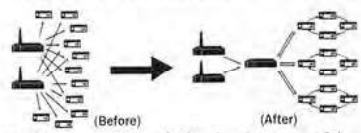
From raw material supply management through finished goods distribution, we can help you determine the optimum method and mode of international or domestic transportation. Our people, expertise and technology can help you redesign your distribution network, reducing inventory and facilities investment, while speeding your products to market. Simply put, Ryder can help you gain a competitive edge by helping you manage it all, or just the parts you need help with.

PLAY #2 - LOWER TRANSPORTATION COSTS

Through our state-of-the-art carrier management technology, with a database of more than 500 domestic and international carriers under contract, we've helped companies achieve annual transportation savings as high as 30%.

The benefits can be quite dramatic, including improved on-time delivery, faster cycle times, reduced inventory and facilities investment, lower transportation costs, greater flexibility and improved customer satisfaction.

PLAY #3 - FASTER ORDER CYCLES



(Before) (After)

This company was delivering to many of the same locations as an existing Ryder customer. By combining both shipments at a single flow-through center and leveraging an existing transportation network, we sped up cycle times and saved them money.

Whether your logistics needs are domestic or international, give Ryder a call at **1-800-RYDER-OK (1-800-793-3765), ext. 340,** and learn how Integrated Logistics from Ryder can not only help you pass the competition, but win the game.

PLAY #4 - IMPROVED CUSTOMER SATISFACTION

(Before) (After)

Instead of making three separate trips to deliver, install and then train people on equipment use, this company now uses one Ryder driver to handle the entire job. This helps customers get their new equipment up and running quickly.

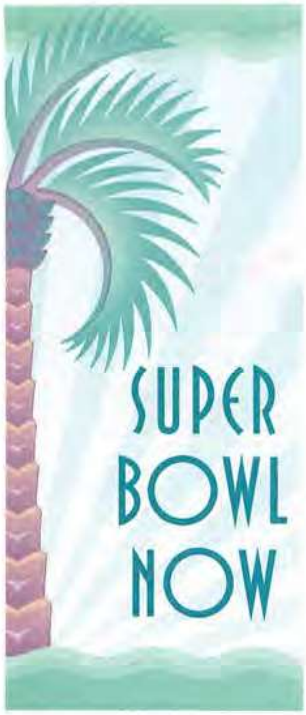
RYDER.

Name _____
Title _____
Company _____
Phone _____
Address _____
_____
City _____
State _____ Zip _____

Send to: Ryder Dedicated Logistics, Commercial Marketing, 3600 NW 82nd Ave., Miami, FL 33166-6623

RING THE BELL on Archive.org

©1994 Ryder System, Inc. Ryder is an equal opportunity employer.



Everybody Go Long

The NFL determines its champion on Sunday, but some football-loving south Florida residents already have crowned their number one. The regional championships of the third annual NFL Air-It-Out four-on-four flag football tournament were held at The NFL Experience during Super Bowl week. The Sunshine State's winners, along with champions from 18 other cities and regions, will play this spring for the national title, which will be taped for broadcast on ABC during the 1995 NFL preseason. More than 35,000 players participated in this year's tournament.

Legends Live Again

"Mark Clayton is going long... he's open in the end zone! Here comes the pass! And it's broken up by...Dick Anderson?"

Former Miami Dolphins greats Clayton and Anderson, who never faced each other in the NFL, were just two of the stars who played in Sears Legends Bowl I January 25 at the Miami Beach Convention Center. Proceeds from the first of what will become annual five-on-five flag football games featuring former NFL stars went to the Miami Project to Cure Paralysis. The Project, founded by former Dolphins linebacker Nick Buoniconti after his son Marc suffered a paralyzing injury during a football game, has become a world leader in spinal injury treatment and research.

The Bottom Line

Thanks to the Boy Scouts and GTE, fans at this year's Super Bowl can "be prepared" to watch the game in comfort. The South Florida Council of the Boy Scouts of America will distribute more than 78,000 souvenir seat cushions provided by GTE, the official telecommunications consultant to the NFL. This is the ninth Super Bowl for which GTE has provided seat cushions.

For their efforts, the Boy Scouts will receive $10,000 to fund summer camp scholarships. Fans will receive a bonus, too, inside the seat cushion's attached pouch: a light stick so they can participate in the Doritos Super Bowl XXIX Halftime Show; an audiocassette, "Jock Rock," provided by ESPN and Tommy Boy records; and a 1995 calendar from NFL Properties. Also included, for the first time, is a special prepaid GTE calling card. "We're happy to continue to be a part of what has become a Super Bowl tradition," GTE's Gail McCoy says. "And we hope all the fans use their prepaid calling cards to phone home." Yes, you, too, can make like the pros and say "Hi, Mom!"

And the Winner Is...

On Saturday night before Super Bowl XXIX, some of the NFL's most coveted awards were handed out on SBTV on Turner Network Television.

Miller Lite Player of the Year: Six finalists were chosen from the 28 Miller Lite Team Players of the Year. A national media panel chose the winner from that half-dozen, and the Miller Brewing Company donated $30,000 to that player's favorite charity.

True Value NFL Man of the Year: Chosen from among nominations submitted by each team, the True Value NFL Man of the Year award honors both contributions on and off the field. True Value will make a donation to the winner's favorite charity.

FootAction Quarterback of the Year: The very best at the game's most important position again have their own award.

Coach of the Year: For leadership and success, the league's top head coach is honored.

Rookie of the Year: This award goes to the best of the NFL's Class of 1994.

Charitable Scores

NFL legends, current players, and members of the Pro Football Writers Association—300 strong—played in the annual Super Bowl Charity Golf Classic earlier this week. The tournament, which has been held every postseason since Super Bowl XIX, has raised more than $800,000 for NFL-sponsored charity programs.

We're Havin' a Party...

Just up the road from the world's biggest football game was the World's Largest Super Bowl Party, organized by the NFL Players Association. Featuring more than 250 players and celebrities, the four-day event included tailgate parties, video-game challenges, live entertainment, and free autographs. A portion of the proceeds will go to Miami's NFL Youth Education Town.

Be a Designated Driver

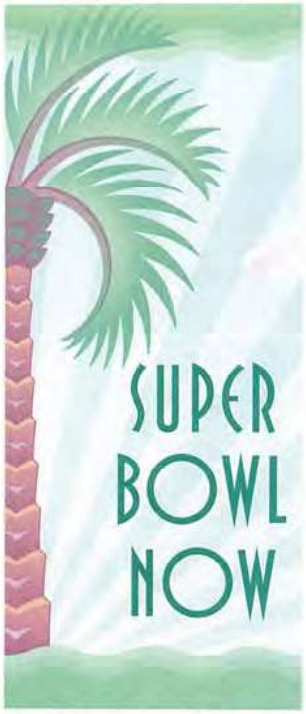
Joe Robbie Stadium is proud to be a partner in the Beer Drinkers of America Designated Driver Program. Registration booths are located on the ground level of Gates B, D, F, and H. Designated drivers may sign up at any of these booths to receive two complimentary O'Doul's non-alcoholic brews.

MAKE YOUR MARK ON THE WORLD. NOT ON YOUR ARM.

To blast through the corridors of power, high achievers need high performance. And those looking to break out of the pack need travel no further. The dual-purpose BMW R 1100 GS. 1100cc's of pure artistry, right down to the tail pipe. For head-turning power without the head-shaking noise. A world class machine built for rugged individualists who not only know where they're going, but how to handle the hard corners along the way. Why conform to others' fads? If you're running on a fast track, this is the best way to get off. And on again.

FOR THE WORLD AHEAD.

Mavericks take note. For the authorized BMW motorcycle dealer nearest you, call 800-345-4BMW. Then ask your dealer for full details about our 3-year, unlimited mileage, limited warranty; 24-hour roadside aid*; and riding schools included with purchase of every new BMW Motorcycle. Find out how the BMW experience can be an even smarter investment with financing options through BMW Financial Services. And check out our full line of high performance riding accessories. ©1995 BMW of North America, Inc. The BMW logo and trademark are registered. *Services provided through Cross Country Motor Club, Inc., Boston, MA 02155, except in California, Oregon, Wisconsin and Wyoming where services are provided through Cross Country Motor Club of California, Inc., Boston, MA 02155. Specific benefits underwritten by Minnehoma Insurance Company, Tulsa, Oklahoma, under policy #GAL-672-825-1200. Refer to your Membership Benefit Guide for a schedule of benefits, terms and conditions as these may vary to conform to state laws.



The NFL Goes to School

Recognizing the impact the NFL and its players can have on young people, the league continues to involve itself in youth education.

"Promoting the importance of education to young Americans is an important public-service priority of the NFL," Commissioner Paul Tagliabue says.

Here are some of the NFL's biggest education projects:

• Youth Education Town (YET): Just as it did in Super Bowl host cities Los Angeles (XXVII) and Atlanta (XXVIII), the NFL plans to leave behind a Super Bowl legacy in south Florida. Miami's Youth Education Town, an educational and recreational facility for area youths, will be built with proceeds from The NFL Experience held during Super Bowl week. The center will feature study areas, athletic facilities, libraries, and computer centers designed especially for after-school activities.

• NFL FACT: Through the use of popular player trading cards, FACT (Football & Academics: A Championship Team) brings anti-drug, pro-education, and pro-health messages to fourth graders nationwide. The national poster contest winner from the FACT program, Nick Pendarvis from Columbia, Mississippi, won a trip to the Pro Bowl in Honolulu for his family and his teacher, Brenda Haynes. The FACT program is sponsored by Shell Oil, Fleer trading cards, and Artex sportswear.

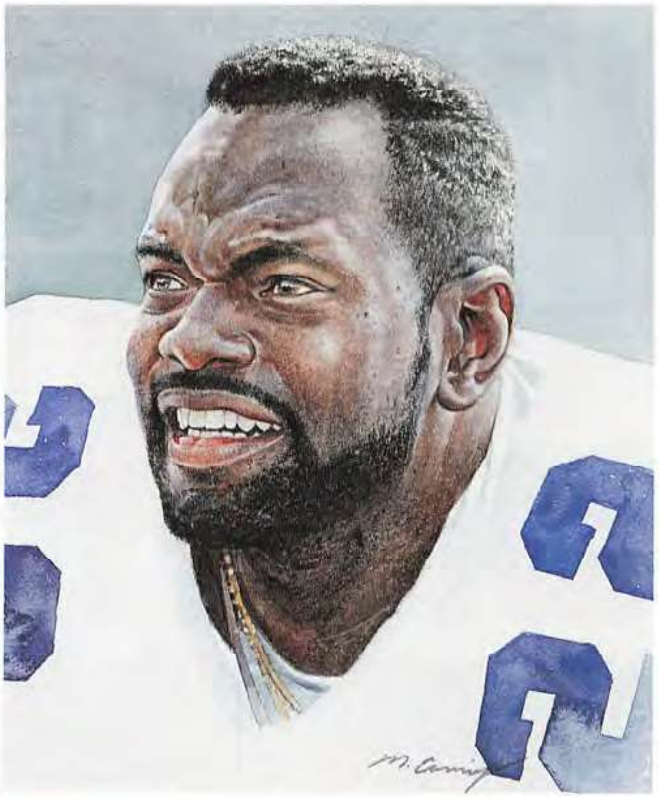
• GTE Project PASS: Through the use of interactive computer technology and film from NFL games, Project PASS (Promoting Achievement & Student Skills) teaches challenging math concepts to more than 40,000 seventh-grade students across the country.

• Dorito's Super Bowl Clinics: On January 22, more than 3,000 Miami-area kids learned lessons on passing, running, and catching—as well as on life—from NFL players. The annual clinics are a highlight of every Super Bowl week.

• Teacher of the Month: Each month during the season, NFL players nominate teachers who have had a positive impact on their lives. The monthly winner, chosen by a panel of educators, receives a $2,500 grant, and the teacher's school gets a $5,000 scholarship fund. The panel also selects an NFL Teacher of the Year, who is honored at the Pro Bowl in Honolulu.

Be a Winner
Stay in School
Kick off to School
NFL
The NFL is Swell
College
I'm in College, I got Knowledge.
I made it to 12th, Knowledge is wealth.
11 is the way, To make the day.
I'm in grade 10, I know I'll win!
I hit grade 9, I'm doing fine.
I'm in grade 8, I'm reading!
I'm in grade 7, I'm singing a stand.
It's grade 6, I'm learning all the study tracks.
WOW! I'm in grade 5 now.
I'm in grade 4, and learning more.
I'm 3 trying to fly like a bird.
I got it made, I'm in 2nd grade.
1st is fun, and hard.
Kick off to Kindergarten

NICK PENDARVIS



MERV CORNING

FROM GRIDIRON TO CANVAS

After today's game, football's favorite artist, California watercolorist Merv Corning, again will capture the spirit and heart of football with his annual painting of the game's most valuable player. Corning captured Super Bowl XXVIII MVP Emmitt Smith of Dallas, just as he has 27 previous honorees.

MICHAEL BURR/NFLP

HAVE A BALL

The same ball used by today's players can be yours. The official Wilson Super Bowl XXIX commemorative football, stamped with the Super Bowl logo, is available at selected sporting goods stores, including the Foot Locker NFL Team Shop at The NFL Experience outside Joe Robbie Stadium.

IT'S THE SUPER BOWL™ AND IT'S GOING TO SOUND LIKE IT.

RINGTHEBELL.TV on Archive.org

JBL

The Official Professional Loudspeaker Supplier to Super Bowl™ XXIX and NFL Experience™ South Florida.

(Home Theater speakers also available for smaller gatherings.)

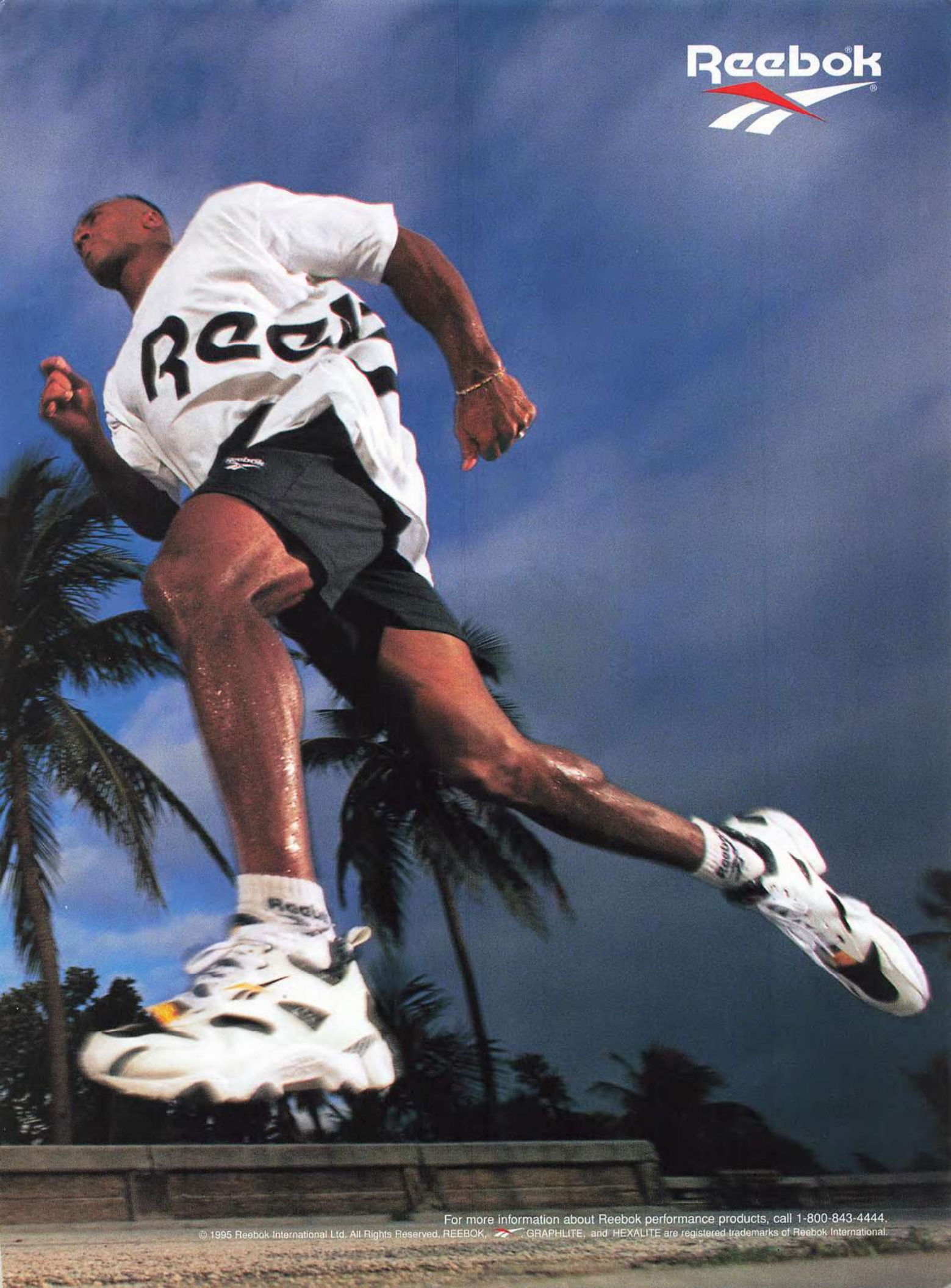
JBL is a registered trademark of JBL Inc. ©1995 JBL Inc. H A Harman International Company

Irving Fryar
Miami Dolphin
wide receiver
and, yes, licensed
minister. He
swears by the
GRAPHLITE® Pro
Low. Why? Because
it was born to run.
Thanks to its
HEXALITE® cush-
ioning system and
GRAPHLITE® arch,
it's lightweight.
Like a running
shoe. But still gives
you the stability,
support and com-
fort you need for
any workout.

"A runnable cross trainer? Hallelujah."

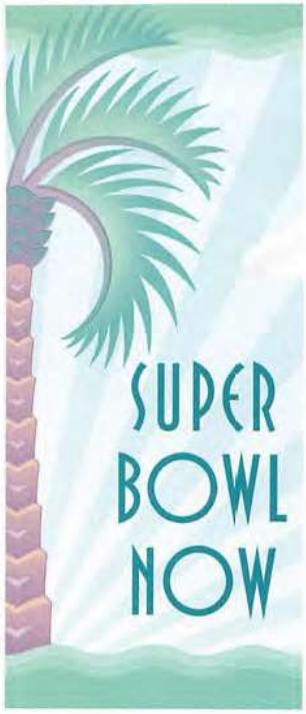
Rev. Irving Fryar

The Reverend says
it's a little bit of
heaven right here
on Planet Reebok.
Amen.



For more information about Reebok performance products, call 1-800-843-4444.

© 1995 Reebok International Ltd. All Rights Reserved. REEBOK, GRAPHLITE, and HEXALITE are registered trademarks of Reebok International.



We Want Our SBTV!

TNT presented five hours of special SBTV coverage during Super Bowl weekend. Friday night featured remotes from south Florida; Saturday evening was an NFL Awards Presentation. On Sunday afternoon, SBTV broadcast live from the Super Bowl Tailgate Party.

SUPER BOWL TELEVISION on TNT

Bowl en Español

Spanish-speaking listeners across North and South America will enjoy Super Bowl action over the CBS Hispanic Radio Network. Broadcasters Rene Giraldo, Armando Quintero, and Jessi Losada will be joined by Minnesota Vikings kicker Fuad Reveiz (a native of Colombia who grew up in Miami). To listen to the broadcast, tune in to Miami's WRFM (830 AM) and WCMQ (1210 AM).

ABC's Terrific Trio

After a season in which it celebrated the twenty-fifth anniversary of Monday Night Football, the ABC Sports team also will be broadcasting Super Bowl XXIX. Announcers Al Michaels, Dan Dierdorf, and Frank Gifford have been together since 1986, longer than any other group of MNF's men behind the mikes. In Miami, they will be joined by sideline reporters Lesley Visser and Lynn Swann.

The ABC pregame show, hosted by Brent Musburger, kicks off the network's coverage at 4 P.M. (EST). This will be ABC Sports's fourth presentation of the Super Bowl; its most recent was Super Bowl XXV. This year's game is expected to reach more than 130 million viewers.

Super Hardware

The most sought after trophy in the NFL—the goal of every team every season—will be awarded today when the 7-pound, 21-inch Vince Lombardi Trophy is passed to the winner of Super Bowl XXIX by NFL Commissioner Paul Tagliabue during the postgame ceremony.

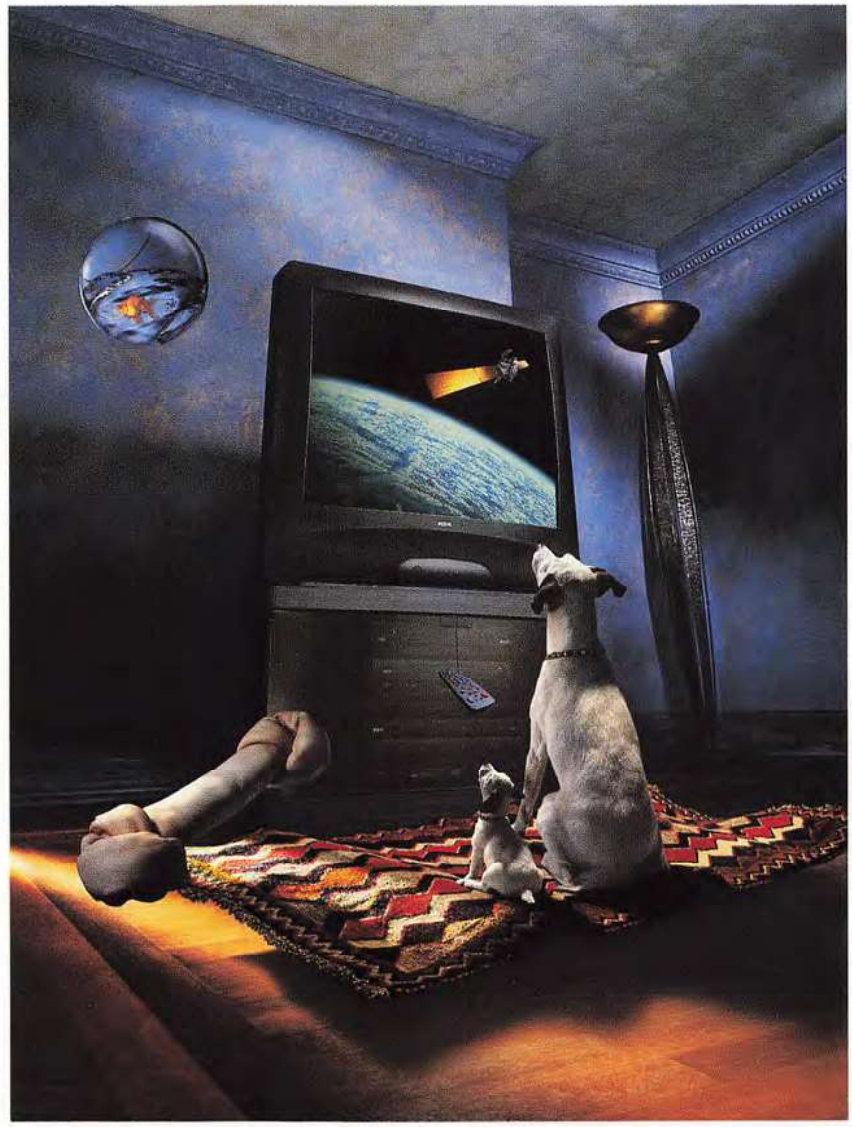
One of the players from today's game will receive the Pete Rozelle Trophy, given to the game's most valuable player. The two Super Bowl XXIX teams were presented earlier with conference championship trophies, named for NFL founder George Halas (NFC) and AFL founder Lamar Hunt (AFC). All of the trophies are created by Tiffany & Co.

Over the Airwaves

For the fifteenth year, CBS Radio Sports will bring the Super Bowl to America's ears. Veteran announcer Jack Buck and analyst Hank Stram, the former Super Bowl-winning coach, have been together since 1978. They will broadcast to an anticipated audience of 13 million listeners, many of whom will tune in on more than 400 worldwide affiliates of the Armed Forces Radio Network. Listen to the game on Miami's WINZ (940 AM).

Super Silver: At left, the Rozelle and Lombardi trophies; below, the Halas and Hunt conference championship trophies.

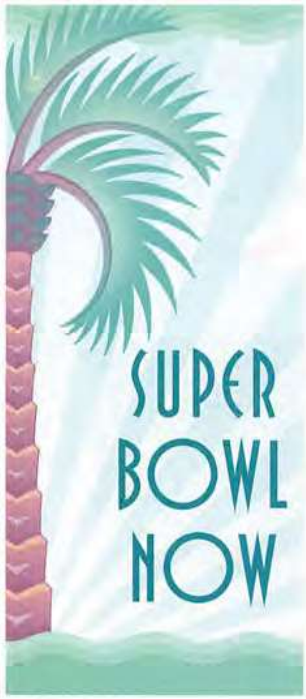
We raised Home Theatre to a new level.
(22,300 miles above sea level, to be exact.)



Introducing the RCA DSS™ Digital Satellite System. At this moment, there are twin satellites hovering more than 22,300 miles above the equator, beaming the world's first ever high-power digital broadcast to living rooms all across the United States. A broadcast that will quite literally change the way we watch television. And the only way to get it is with a tiny RCA 18-inch dish and set-top receiver. It's the RCA brand DSS System. Those that have it will be ready for the television ride of their lives. The signal is digital. So your RCA Home Theatre™ can now get CD-quality sound and a picture so sharp and clear it's candy for the eyes and ears. Never before has there been such an incredible combination of choice and control. The DSS System delivers up to 150 channels. Programs you want to watch, when you want to watch them. Hit movies that run every thirty minutes. Special events you won't find anywhere else. Even season television tickets for your favorite sports teams whose games aren't televised in your area. The RCA brand DSS Digital Satellite System. The reason the future of television is really looking up. **Changing Entertainment. Again.™** RCA

DSS™ DIGITAL SATELLITE SYSTEM *A revolutionary new broadcast system that delivers a digital signal, CD quality sound and up to 150 channels of customized programming.*

© 1994 Thomson Consumer Electronics, Inc. DSS™ is a trademark of DIRECTV™, Inc., a unit of GM Hughes Electronics. Available in the continental U.S. only. Picture and sound quality depend on your TV and audio systems. Simulated picture.



COLUMNISTS

In addition to contributions by **President Bill Clinton** (page 8) and *"Late Show"* host **David Letterman** (page 135), insightful commentaries by these literary luminaries grace the *Super Bowl XXIX Magazine*:

James W. Hall (page 163) is a best-selling south Florida author and poet. His suspense novels include *Under Cover of Daylight, Tropical Freeze*, and last year's *Mean High Tide*.

Veteran New York journalist **Pete Hamill** (page 175) is a columnist for *Newsday*. He contributes regularly to *Esquire*, and his most recent book is *A Drinker's Life*.

Miami Herald columnist **Carl Hiassen** (page 149) doubles as the author of a series of popular mystery novels set in Florida. They include *Native Tongue, Skin Tight*, and, most recently, *Strip Tease*.

Jeff Powell (page 187) is the chief sports feature writer for the *London Daily Mail*.

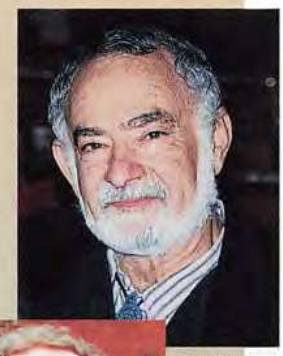
Corning

Gergen

Kelley

Messerschmidt

Ostler


Rubin

Ogdemli

Ziemienski

CONTRIBUTORS

Vic Carucci ("Humble Beginnings," page 188) is a sportswriter for *The Buffalo News* and has covered pro football for 16 seasons. He is president of the Professional Football Writers of America.

Football's pre-eminent artist, **Merv Corning** (Emmitt Smith, page 24, and "A Work of Art," page 179), has been creating wonderful watercolors of the sport's heroes and moments for 28 years.

Joe Gergen ("A Work of Art," page 179) is a sports columnist at *Newsday*. Consistently ranked among the nation's best sportswriters, he attended his first Super Bowl in 1970 at Tulane Stadium.

Bob Kearney ("The State of the NFL," page 166) has covered south Florida football for 25 years, since migrating from Kansas. Now with the *Miami Herald*, he was the Dolphins' public relations director from 1976-1982.

Artist **Gary Kelley** ("Humble Beginnings," page 188, and all-1920s team, page 206) lives in Cedar Falls, Iowa. His book and magazine illustrations have won nearly every prestigious national award.

Formerly a Chicago newspaperman, **Kevin Lamb** ("Remembrances of Super Bowls Past," page 37) now is a special projects writer at the *Dayton Daily News*. He has covered the NFL since 1975.

Miami Beach resident **Al Messerschmidt** ("A Ball at the Beach," page 138) has been photographing sports for more than 30 years. Along with covering every Super Bowl since X, he has worked for the *Miami Herald*, the NFL, and numerous pro sports teams.

Shan Ogdemli (theme art on title pages 11, 35, 81, 133 and 239) is creative director of Ogdemli/Feldman Design in North Hollywood, California. Her clients include top entertainment and software companies.

Readers of the *San Francisco Chronicle's* sports pages have enjoyed the wit and wisdom of **Scott Ostler** ("All Chin, All Glare, All Shula," page 152) since 1992. Ostler previously was a columnist for *The National* and the *Los Angeles Times*.

The humorous illustrations of **Marv Rubin** ("1994 Replay," page 239) have been a part of NFL publications for more than 20 years.

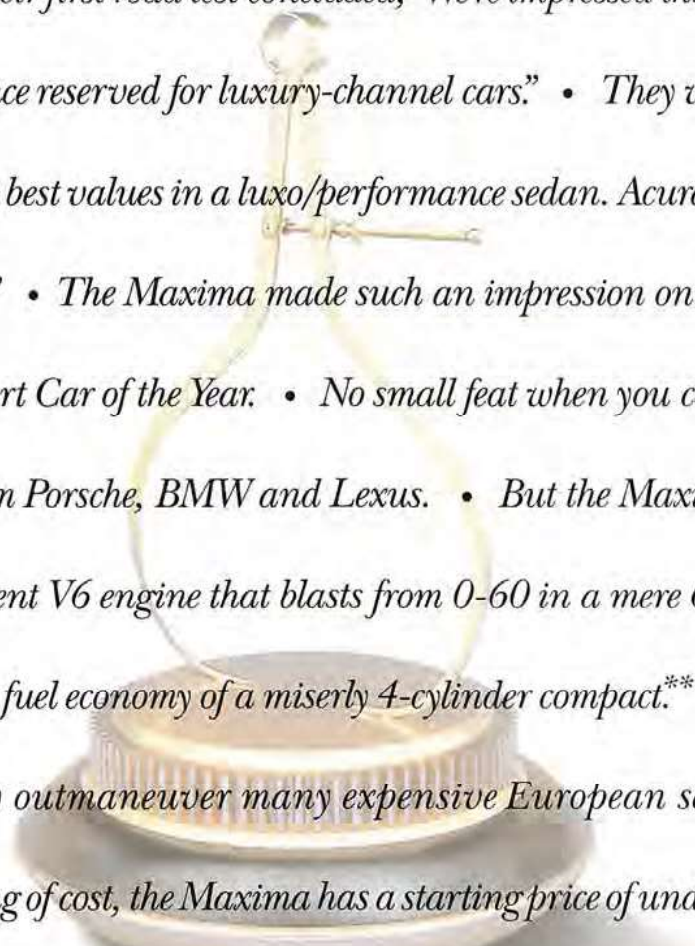
Cover artist **Dennis Ziemienski** lives among the vineyards of Sonoma, California. His award-winning illustrations have appeared in numerous shows and publications.

The RCA Home Theatre. It's big. It's bright. It's powerful. Have we gone too far?

A vast metallic shape looms in front of you. An intense pulsing sound surrounds you. A penetrating light probes your living room searching for intelligent life. You're certain that you'll be whisked away at any moment to an alien world. Relax. Don't worry. It's just the incredible power of the RCA Home Theatre.™ It's where the future of television is taking you. **Changing Entertainment. Again.™** RCA

Simulation. © 1994 Thomson Consumer Electronics, Inc.

Only a car this quiet could make so much noise.



It seems the automotive press can't stop talking about the new Maxima. • *Take Motor Trend, for example, who after their first road test concluded, "We're impressed that the Maxima offers the comfort and quiet once reserved for luxury-channel cars."* • *They went on to add, "This Nissan ranks among the best values in a luxo/performance sedan. Acura, BMW and the rest need now be concerned."* • *The Maxima made such an impression on them, they named it 1995 Motor Trend Import Car of the Year.* • *No small feat when you consider that the field included contenders from Porsche, BMW and Lexus.* • *But the Maxima beat all of them. Thanks in part to a potent V6 engine that blasts from 0-60 in a mere 6.6 seconds.* Yet, this same engine delivers the fuel economy of a miserly 4-cylinder compact.*** • *As for handling, the Maxima can easily outmaneuver many expensive European sedans costing twice as much.* • *And speaking of cost, the Maxima has a starting price of under $20,000.† Which, much to the chagrin of our competitors, isn't something we're going to keep quiet about.* • *To learn more, call 1-800-NISSAN-6. Or visit your nearest Nissan Dealer for a test drive.*

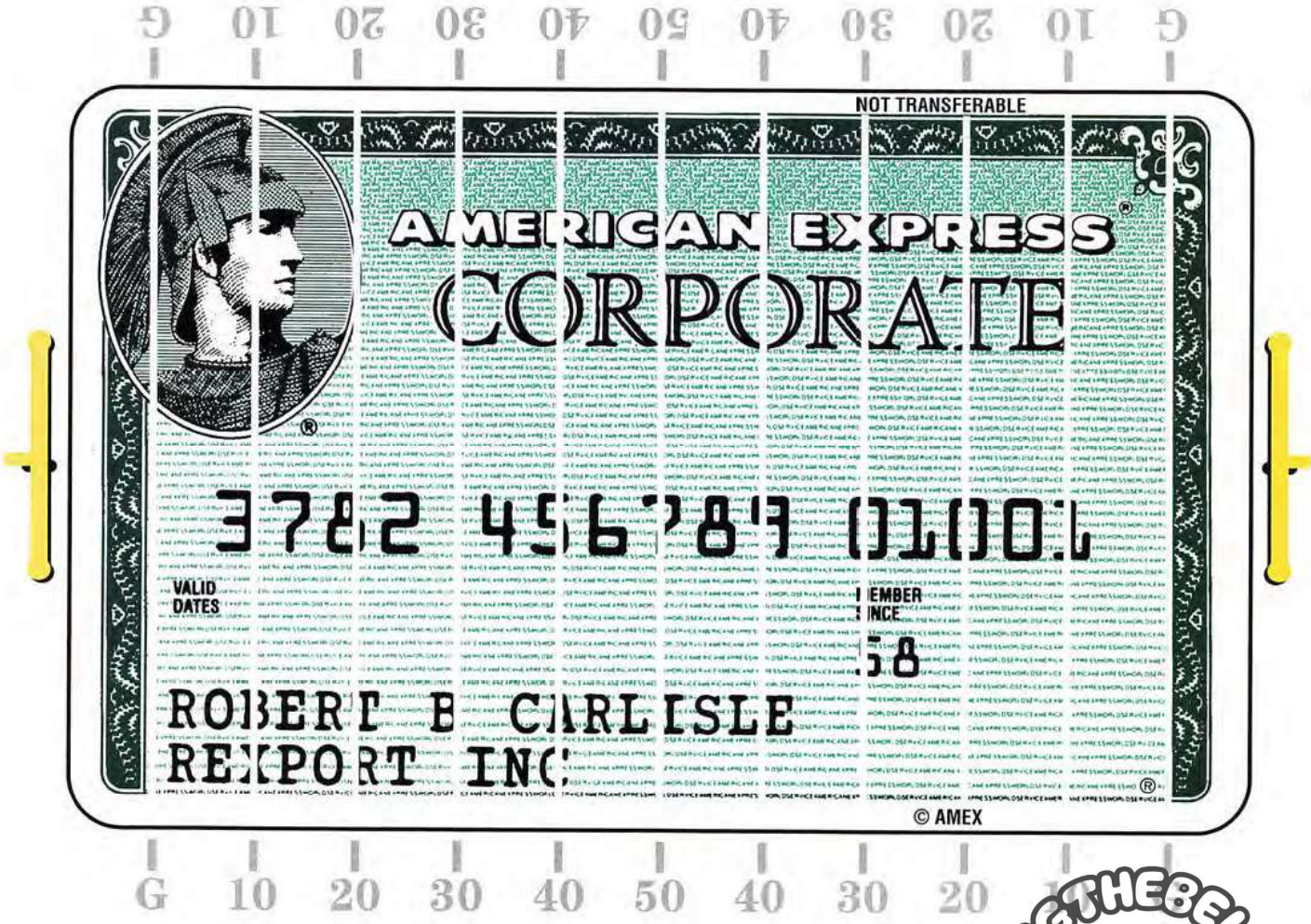
The New Maxima. Motor Trend's 1995 Import Car of the Year.

NISSAN

It's time to expect more from a car.™

*Nissan Motor Corporation U.S.A. Smart people always read the fine print. And they always wear their seat belts. *Motor Trend, June 1994 **1995 EPA fuel economy estimates 22 miles per gallon city/27 miles per gallon highway with 5-speed. Use these estimates for comparison only. Actual mileage may vary with driving conditions.* City mileage comparison versus Subaru Legacy AWD 5-speed. *†Manufacturer's Suggested Retail Price for 1995 Maxima GXE excluding taxes, title, license, destination charges, options and locally required equipment. GLE model shown. Dealer sets actual prices. Prices are subject to change. In Canada, call 1-800-387-0122.*

This Playing Field Is All Business.



RINGTHEBELL
on Archive.org

Winners Stay In Bounds.

What turns good players into big winners? Outstanding coaching. How do you get that? Simple. Just call your local Travel Agent and ask how you can get an American Express® Corporate Card.

A Travel Agent who is familiar with the benefits and advantages of the American Express Corporate Card will gladly huddle with you to present them. You could call it the play book.

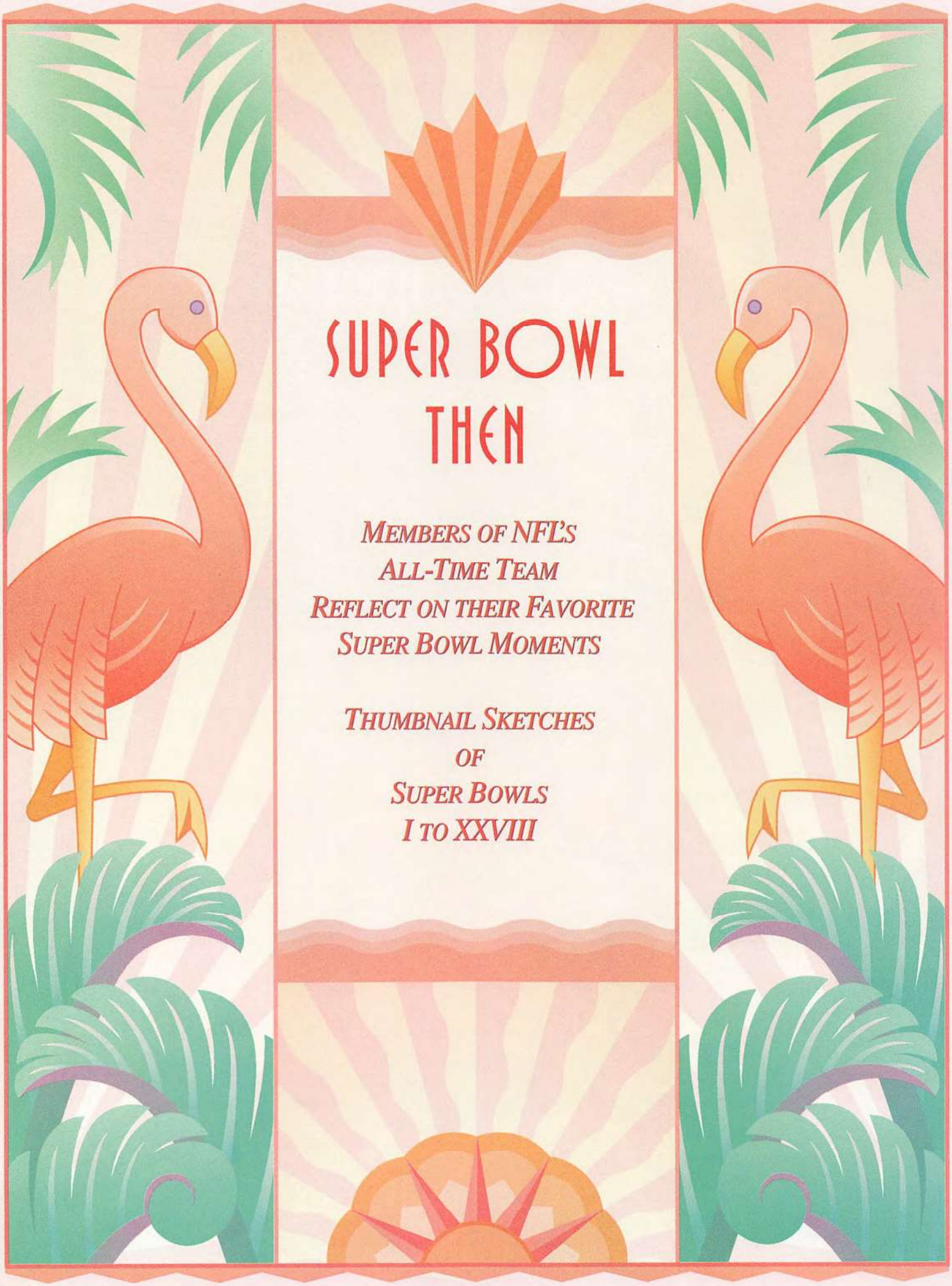
When you're accepted you're joining a long list of champions. Just remember: If you stay on our playing field your chances of winning are great.

PS If you can't make the call at half-time, it's O.K. to wait till after the game.

If you're a Travel Agent and would like to score points with your clients—call for our Travel Agency Partnership Program **1-800-642-4333.**

©1995 American Express Travel Related Services Company, Inc.

AMERICAN EXPRESS® TRAVEL RELATED SERVICES
An American Express company



SUPER BOWL THEN

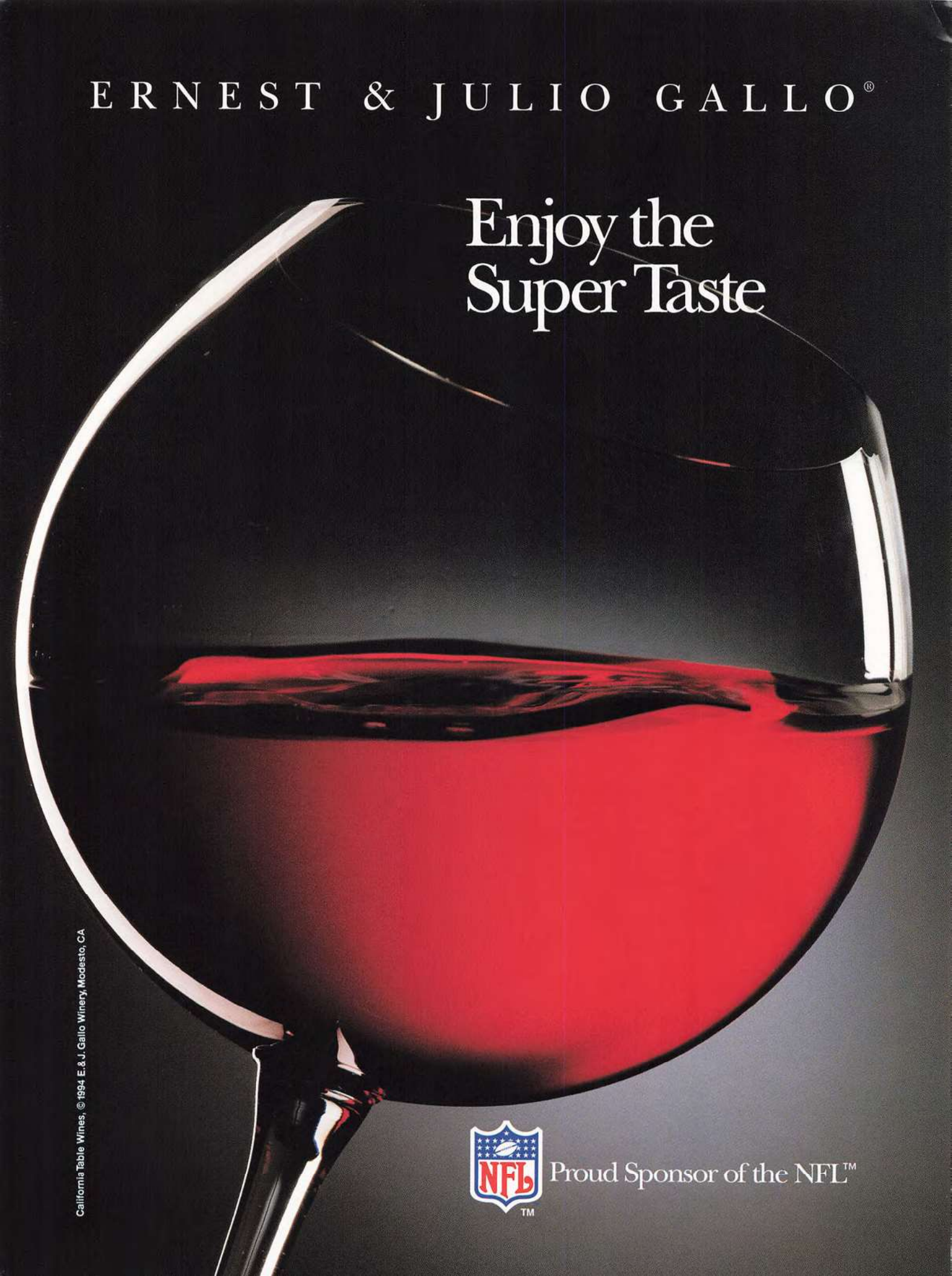
Members of NFL's All-Time Team Reflect on their Favorite Super Bowl Moments

Thumbnail Sketches of Super Bowls I to XXVIII

Shan Ogdemli

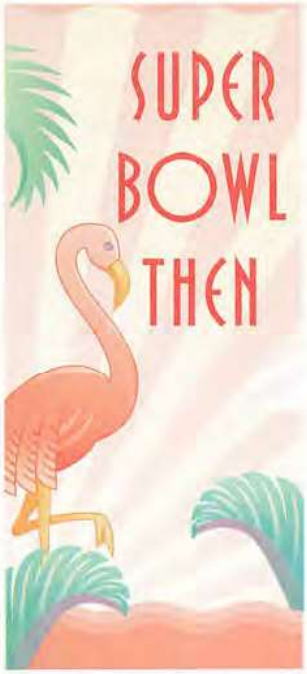
ERNEST & JULIO GALLO®

Enjoy the Super Taste



Proud Sponsor of the NFL™

California Table Wines, © 1994 E.&J. Gallo Winery, Modesto, CA



REMEMBRANCES OF SUPER BOWLS PAST

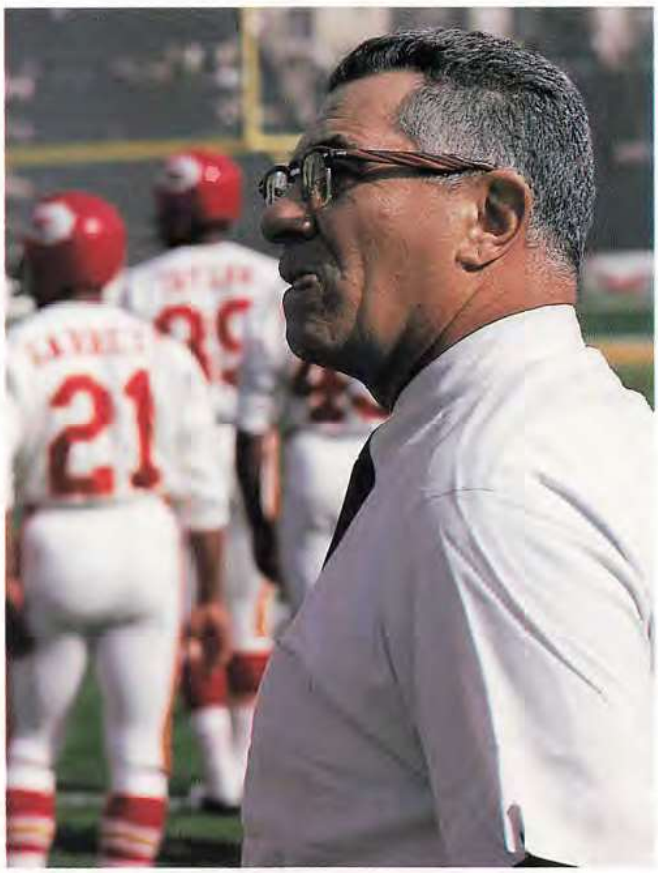
Twenty Members of the NFL's All-Time Team Look Back on the Big Game

BY KEVIN LAMB

The players who are chosen to an all-time best team tend to come from the best teams of all-time. It makes sense. Great players make great teams, and great teams give great players a chance to be recognized.

Who hasn't heard the story of the Pittsburgh Steelers releasing Johnny Unitas? But would Unitas have turned the Steelers of the 1950s and 1960s into a memorable juggernaut, or would the Steelers have turned Unitas into a forgotten quarterback? Happily, we don't need to know the answer.

Unitas was one of two players among those selected this year to the NFL's All-Time Team who played for NFL championship teams before and during the Super Bowl era. Ray Nitschke was the other. Altogether, 24 of the 48 players on the All-Time Team played in at least one Super Bowl, and 22 of those (excepting Anthony Muñoz and John Hannah) played for winners. As a group, those 24 players represented 25 of the first 50 Super Bowl teams. If a fan were looking for all-time memories, he could do worse than to begin the search here.

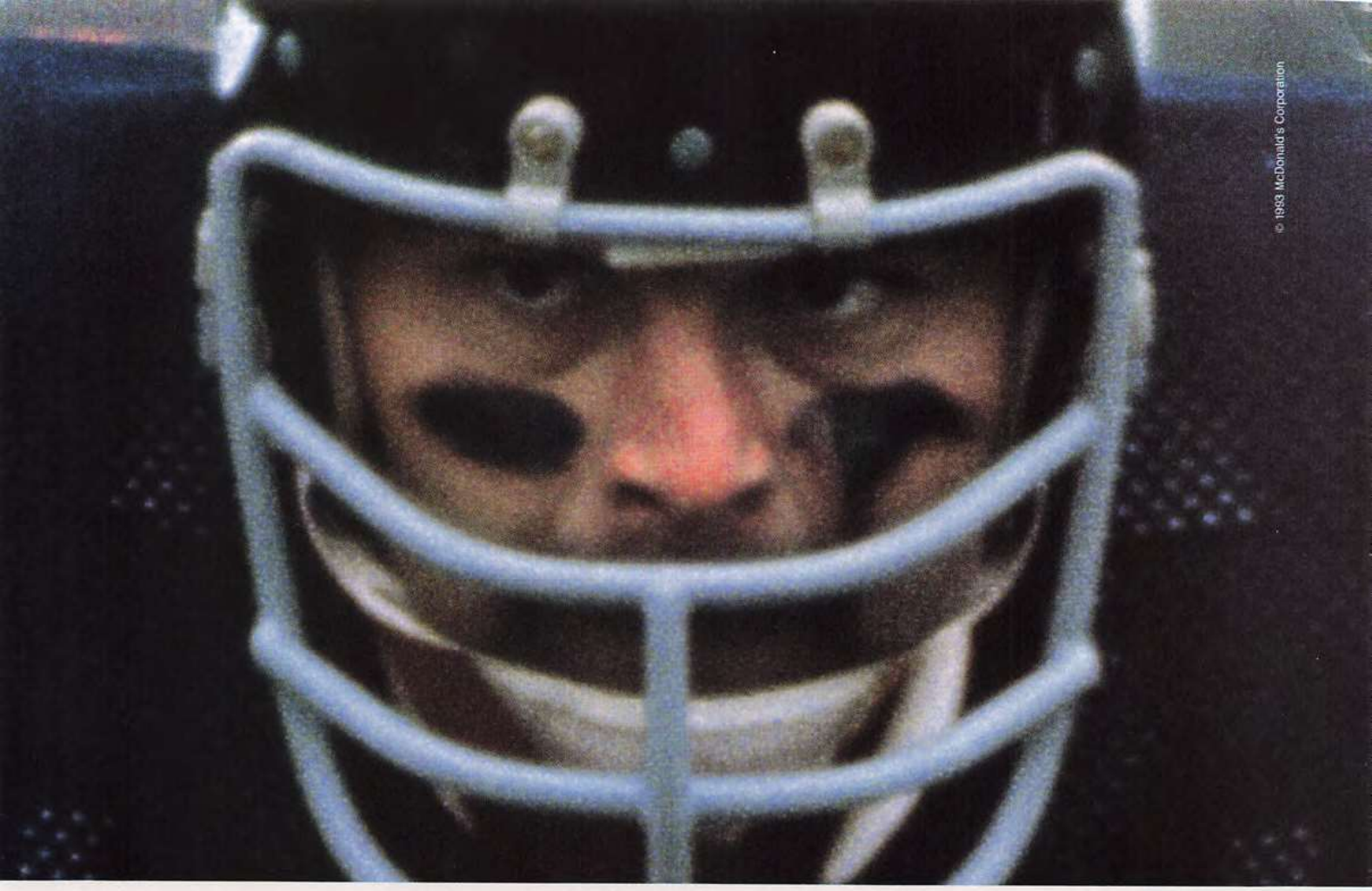


According to the Packers who watched him pace the sideline, head coach Vince Lombardi was uncharacteristically nervous before Super Bowl I.

MALCOLM EMMONS

Who could have guessed that one of the most vivid memories from Super Bowl I would be the nervousness and worry that Packers players sensed before the game from their hard-as-rocks Hall of Fame coach, Vince Lombardi?

That is one of the recollections that comes to life on the following pages, as the NFL's All-Time players share their all-time memories from the biggest of all the games.



© 1993 McDonald's Corporation

What does an NFL™ quarterback look like in the eyes of a middle linebacker?

Lunch.

Sack a Quarter Pounder® with Cheese.
The #1 Pick of the National Football League.
What you want is what you get.®

NFL™

McDonald's®

*Weight before cooking 4 oz. (113.4 grams)

LANCE ALWORTH

After spending most of his career—and setting an assortment of records—during nine seasons with the San Diego Chargers of the AFL, Alworth arrived in Dallas in 1971 and helped the Cowboys advance to Super Bowl VI. In Dallas's 24-3 victory over Miami, he caught a 7-yard touchdown pass that helped The Cowboys to a 10-0 lead.

"Winning the Super Bowl is just one hell of an experience. You've worked all year and you've heard about it, and then when it happens, it's an exhilarating experience.

"It doesn't hit you until there's about a minute left in the ball game and you realize nobody can beat you. The game's out of their reach, and you can't wait for that final second to tick off because it's been a long year. And you've thought about it, you've dreamed about it, and all of a sudden here it is. After that, you sort of revel in it a bit, but it's still not the same as the feeling at that exact moment when the game ends and you know it's yours. It's just an amazing experience. You don't know how to show your feelings. There's just no way to do it.

"The game itself...you might not remember all the good things because the good things are things you're supposed to do. But you remember most of the things that you didn't do. When we scored the touchdown, I can remember thinking we had messed up on our timing. It was a quick out that Roger threw to me in the corner of the end zone. And because it was a little bit late, my feeling was, it's going to be intercepted. And then all of a sudden, I realized Roger had thrown the ball so hard that it was going to go by the defender, and I was saying to myself, 'Look at the ball. Look at the ball. Make sure you look at the ball.'

"I guess the only thing that disappoints me is I wish we had gone back the next year because I think we were the only team that could have beaten the Dolphins when they had their perfect season. We could have kept them from doing it."

MEL BLOUNT

The Hall of Fame cornerback was a fixture in the Steel Curtain defense that helped propel the Pittsburgh Steelers to victories in Super Bowls IX, X, XIII, and XIV. But his clearest recollection is of the offense and graceful Lynn Swann, who made 4 acrobatic catches for 161 yards against the Cowboys in Super Bowl X. Swann had suffered a concussion two weeks earlier in the AFC Championship Game. There was some doubt whether he would be able to play.

"I was in disbelief. There was no way that physics would allow a guy to make some of those catches, especially the one when he was really out of bounds in the air when he caught the ball. He was out of bounds when he caught the ball and he came back in bounds with his feet in. It was just an incredible play. And of course the play he made falling down and catching the ball on his back. Those plays are so vivid.

"All the plays he made, he was covered. Then I remember another play that was just as incredible. As [Terry] Bradshaw was throwing the ball to Swann, he was hit—actually knocked out—and Swann caught the ball and scored. Just great efforts on both of their parts."

MIKE DITKA

Few people know their way around the Super Bowl any better than Ditka, who was a tight end for the Cowboys in Super Bowls V (a 16-13 loss to Baltimore) and VI (a 24-3 victory over Miami) before coaching Chicago to a resounding 46-10 victory over New England in Super Bowl XX. From all those experiences, his strongest recollection is of a goal-line fumble on a run by Duane Thomas that might have changed the outcome of Super Bowl V.

"We had a talented team that year and lost a game to Baltimore that we really shouldn't have lost, on a very controversial play. An official called a fumble on Thomas, but it wasn't a fumble. If I'm going to remember one play in a Super Bowl, that's the play I'm going to remember because it was a terrible call. It didn't matter if he fumbled the ball. That wasn't the point. We still had the ball. We ended up on top of it. It was one of those phantom calls. [Officials ruled Baltimore's Jim Duncan recovered the ball.]

"I was on the ground, right beside the guy who picked up the ball. The guy who picked up the ball was our center, Dave Manders. The guy who fumbled it evidently was Thomas, but actually Duane really let the ball go when he heard the whistle blow. We felt there was no fumble on the play, and if we had

"Make sure you look at the ball," Alworth said to himself as the pass eluded a defender.

NFL PHOTOS

As soon as Blount, the Steelers' cornerback, saw Roger Staubach cock his arm, he started drifting in to make the interception.

DAVID BOSS

In Super Bowl XIII, against Dallas, Blount was covering Tony Hill just before halftime when Drew Pearson ran a deep route across the middle.

S.I./NFL PHOTOS

Ditka still disputes an official ruling in Super Bowl V.

NFL PHOTOS

Dockers® and the Dockers® logo design are registered trademarks of Levi Strauss & Co. ©1995.

WARNING: Dockers® businesswear. But Not Business As Usual. Be Casual In Everything, But Getting The Job Done Better.
For information about the pants coaches wear to work, call 1-800-DOCKERS.
DOCKERS
SINCE 1950
LEVI'S
The Official Pant of the NFL Coaches Club.

Oh goody! The new software is here!
The new software is here!

The NFL™ liked our client/server software so much, they made us their latest expansion team.
We look forward to many winning seasons to come.

Dun & Bradstreet Software

scored then [Dallas already led 13-6], it wouldn't have mattered what would have happened later because the game would have been over."

Dallas won Super Bowl VI on the cutback running of Thomas, and Ditka caught a touchdown pass. He also remembers a pass he dropped, but mostly he remembers Landry's elation after the game.

"I think when you win those things as coaches, there's a lot of joy, but a lot of it's relief. The damn thing's over."

JOE GREENE

An immovable force against the run and a terror as a pass rusher, Greene was the foundation for a defense that helped the Steelers win four Super Bowls. They defeated Minnesota (16-6 in Super Bowl IX), Dallas (21-17 in X and 35-31 in XIII), and the Los Angeles Rams (31-19 in XIV). None of the victories came easily, but when the Rams took a 19-17 lead into the fourth quarter in Super Bowl XIV, Greene said, "They had us on the run there. We felt that we were in trouble." *The Steelers finally went ahead on Terry Bradshaw's deep pass over the middle to John Stallworth for a 73-yard touchdown.*

"I thought I jumped 10 feet in the air when Stallworth caught the ball and went in for the touchdown. I probably jumped two inches. I was very excited about that. Because that game was in the Rose Bowl, it was like playing the Rams at home.

"I remember seeing some tapes during the week and hearing Chuck [Noll] talk about how the Rams were taking away the high-percentage play and we had to go for the big one. During practice, we never completed the play.

"I'm sitting there looking at the protection, and I'm looking at Bradshaw. And when he let it go, it looked like it went to the moon, but it just fell in Stallworth's outstretched hands. He caught it in midstride, and went into the end zone."

A few minutes later, the Rams had driven to Pittsburgh's 32.

"One of the great things about my experience with Super Bowls is when we won, we had a lot of fan support. I recall the stands at that moment, it seemed like the stadium just kind of rose up in black and gold and all you could hear was, 'DEE-fense, DEE-fense.' When [Jack] Lambert made an interception, it felt like we were at home, and we were 3,000 miles away. I looked around. You want to kind of savor the moments when you're in a Super Bowl and see what's going on, but that is the only time in all the games that I can recall looking in the stands. And feeling the stands."

R.H. STAGG

FORREST GREGG

A standout offensive tackle for the Green Bay Packers, the most powerful team in pro football at the time, Gregg was accustomed to big games and the pressure that accompanied them. Entering the first Super Bowl, the Packers had won four NFL championships in six years. The Chiefs' only claim was as champions of the upstart AFL. It seemed as if everyone—but the Packers—considered the Packers shooins.

"We weren't sure until after the game was over. It was the first time that the two leagues had played against each other. We thought we were the best team in the National Football League at that time, but we didn't know how good the Kansas City Chiefs were. The uncertainty of it—you could look at the Chiefs, you could see their names, their positions, their heights, their weights, all that stuff, but really we had nothing to compare it with. I think that made us a little uneasy.

"The uncertainty of that game probably kept us focused more than anything else. We had a great deal of respect for them. There were some guys on that team that either we had drafted or we knew were highly rated football players coming out of college. We knew that much about them. Of course, we had the experience over them. We had played in several championship games. But at the same time, we were starting to age."

MICHAEL ZAGARIS

RAY GUY

A powerful and athletic punter who seemed to launch every ball that he kicked, Guy was a part of the Raiders teams that defeated Minnesota (32-14 in XI), Philadelphia (27-10 in XV), and Washington (38-9 in XVIII).

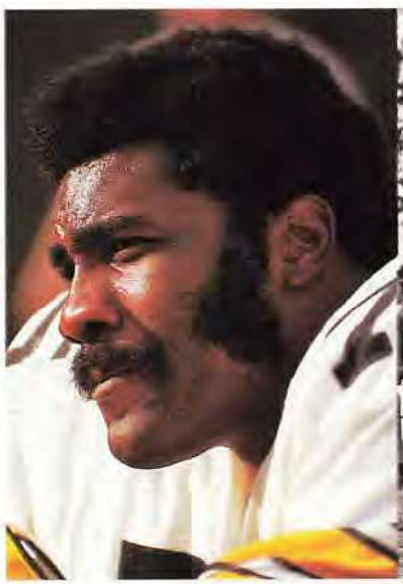
"The one punt I had blocked in 1976 [Super Bowl XI] came against the Vikings. But you know, things like that happen. You don't want to see them happen, but they do. Personally, I think after that happened, that kind of turned things around for us. Because we came right back, caused a fumble two plays later [on the Oakland 3-yard line], and then we marched all the way down the field to score."

JACK HAM

In his first season in Pittsburgh, 1971, Ham got a taste of the Steelers' tradition. They had a losing season, at 6-8. The situation would change dramatically for the Hall of Fame linebacker and his teammates, who went on win Super Bowls IX, X, XIII, and XIV (Ham was inactive for XIV).

"Probably the highlight of my career was in the locker room after our first Super Bowl, when Pete Rozelle gave the Lombardi Trophy to Art Rooney. For forty years, Pittsburgh was known as a team that never

JACK MARTIN



Joe Greene is quiet here, but jumped for joy when John Stallworth scored.

Perennial all-pro punter Ray Guy can't forget the one punt he had blocked during the 1976 season—in Super Bowl XI, against the Minnesota Vikings.

Ham remembers his happiness for Art Rooney.

Dreams

All parents dream of putting their kids in a seat of education.

In this seat a child grows up to be a grade "A" student. The student dreams of **academic achievement,** leadership, and success.

To help these students, the Thurgood Marshall Scholarship Fund provides for the brightest, at historically black *public* colleges and universities. Feeding their passion for knowledge. And giving them the power to realize their dreams.

BECAUSE THE PRESENT IS OUR FUTURE.

THURGOOD MARSHALL SCHOLARSHIP FUND

Miller Genuine Draft
FOUNDING SPONSOR

To support the Fund, and for information, call 1-212 878 2221. Or write: Thurgood Marshall Scholarship Fund, 100 Park Avenue, New York, N.Y. 10017

© 1995 Miller Brewing Co., Milwaukee, WI.

could win anything. The Steelers were losers, and all that kind of stuff. To see Art Rooney stand up on that platform and get that trophy, and in typical Art Rooney fashion, all he said was, 'Thank you' to Rozelle. That's the type of person Art Rooney was.

"It was a very joyous locker room. I kind of sat back in a corner, taking it all in and seeing the ceremony up on the platform. I think I was very fortunate to be part of something like that."

JOHN HANNAH

The Patriots were the only team to advance to the Super Bowl by winning three playoff games on the road—and one of three wild-card teams to make it since the NFL-AFL merger. That enabled Hannah, an all-pro guard, to finish his sterling 13-year career on center stage. His only lament was the outcome: a 46-10 loss to Chicago in Super Bowl XX.

"My memories aren't real good. I even hate to see my photo in that game program, it's so bad. Other than just the horror of it, that's about the only thing I remember. Just the humiliating loss and just sitting there in the fourth quarter. We'd come so far and tried so hard and really overcame a lot of obstacles to even get to the Super Bowl. And to finally get there and get embarrassed the way we were was just very, very humiliating.

"I always was a very emotional player. The thing I remember about the Super Bowl wasn't so much the hype, because I could get away from the hype. I could go to the room and turn on the movie channel, and it didn't bother me. But the day of the game, you go out and warm up...and then it's an hour before you get back on the field. You warm up again...and then halftime's almost another hour.

"For a person like me who relied on a certain frame of mind to play, it really screwed up the way I played."

MIKE HAYNES

A good cover cornerback who provided the missing piece in the Raiders' defensive puzzle, Haynes joined the Raiders in midseason 1983, after seven seasons at New England, where the Patriots went 0-3 in their only playoff appearances. He helped his new team defeat Washington 38-9 in Super Bowl XVIII.

"One thing that really stood out in my mind was before the game, when we were actually on the field. I noticed the intensity, the sharpness from the guys on our team, and how serious they seemed. I'd never seen that from all the players. And when the Washington Redskins came on the field, they were really happy—like it was two completely different egos about to clash. I was wondering if we were uptight, or they weren't—I had no idea what was going on. They just seemed like they were so relaxed.

"I was kind of concerned, but I was probably the only guy on the whole team who was. They felt like there were certain teams that they just owned, and they already knew they were going to win. Well, I didn't know that. But they were right. It was probably the best experience I ever had—playing with a team of guys who were so sure of themselves and so confident. Their goal wasn't to get to the playoffs, their goal was to win the Super Bowl, and get another ring."

TED HENDRICKS

Hendricks who began his career in Baltimore, was on the winning side for Jim O'Brien's field goal in Super Bowl V, the only scoring play that won a Super Bowl in the final minute until Joe Montana and the 49ers beat Cincinnati 18 years later. The memory of that moment overshadowed even his other Super Bowl experiences as a linebacker for the Raiders in Super Bowl victories over the Vikings (XI), Eagles (XV), and Redskins (XVIII).

"I remember Bob Lilly throwing his helmet. He threw it so high, the ear pads and lining popped out of it when it hit the artificial turf. It was a heartbreaker for him, but it was really the biggest thrill I had in professional football. I was on the sideline. It was like I was on a pogo stick going in to greet Jim O'Brien, and he was jumping up and down, too.

"Before he kicked it, we were crossing our fingers and toes and saying whatever prayers we knew. Nobody wanted to look. When the crowd yelled, we saw it had already passed the goal post, and it was like a spontaneous jubilant reaction."

WILLIE LANIER

A fixture in Kansas City at middle linebacker for his 11 NFL seasons, Lanier was one reason the Chiefs had led the AFL in defending against the rush in 1969. He thought they would match up well in Super Bowl IV with the Vikings' offense, which featured power runners Bob Brown and Dave Osborn. Lanier was right. The Chiefs won 23-7.

"I felt that the [AFL Championship] game the previous week against the Raiders was the greater hurdle because they had been a greater nemesis than whoever would be in the Super Bowl.

"After we took a sixteen to nothing lead into halftime, the Vikings drove and scored on their first possession of the second half. I think that allowed us to see what changes they'd made at the half. We had controlled them in the first half, and then they went through that drive. But even though they scored, my feeling was that now

For Hannah, the Patriots' performance in Super Bowl XX was a nightmare.

CHUCK SOLOMON

Haynes recalls the intensity he sensed among his teammates.

AL MESSERSCHMIDT

Ted Hendricks bounded up and down when Jim O'Brien's kick was good.

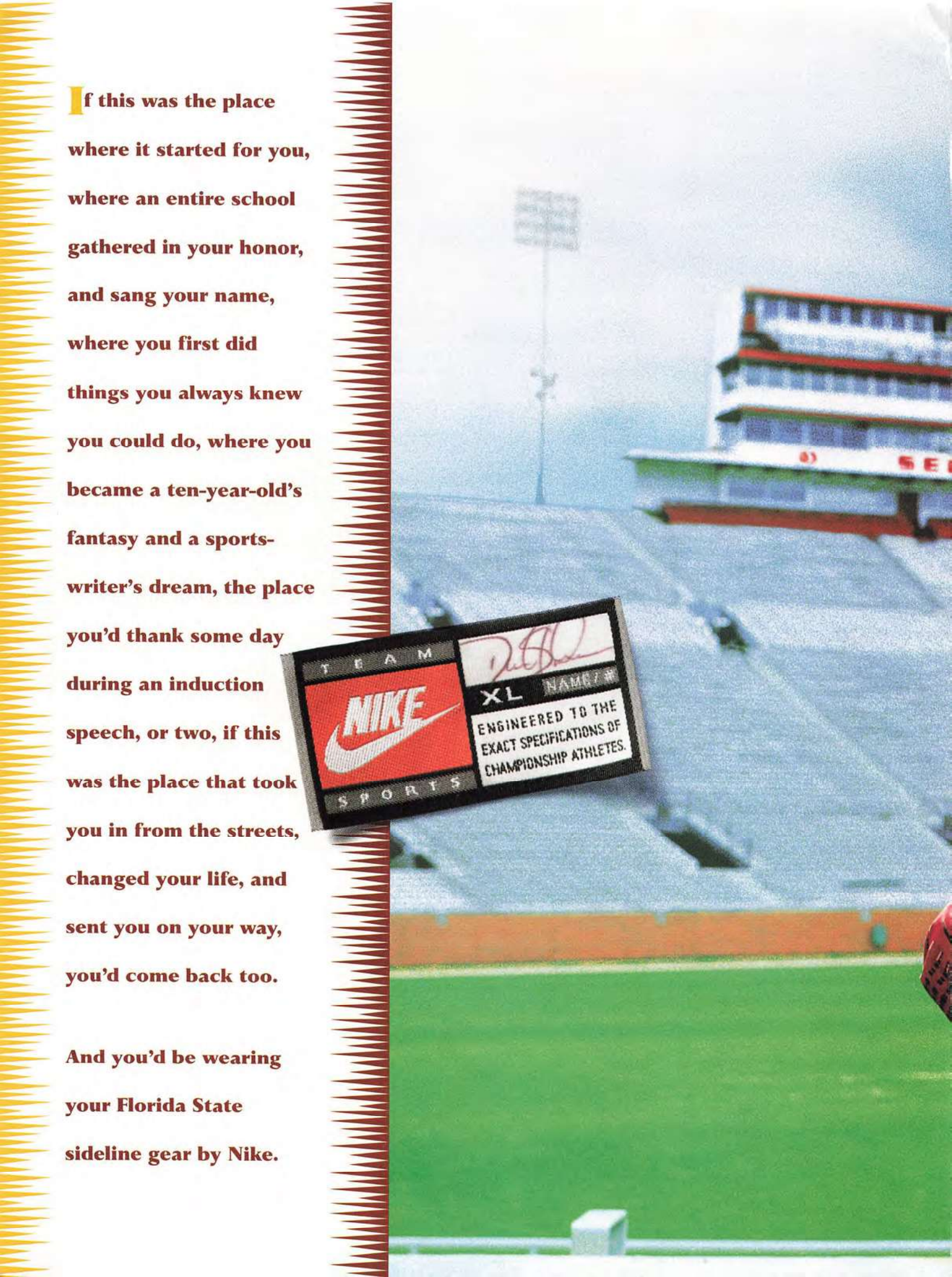
JOHN BIEVER

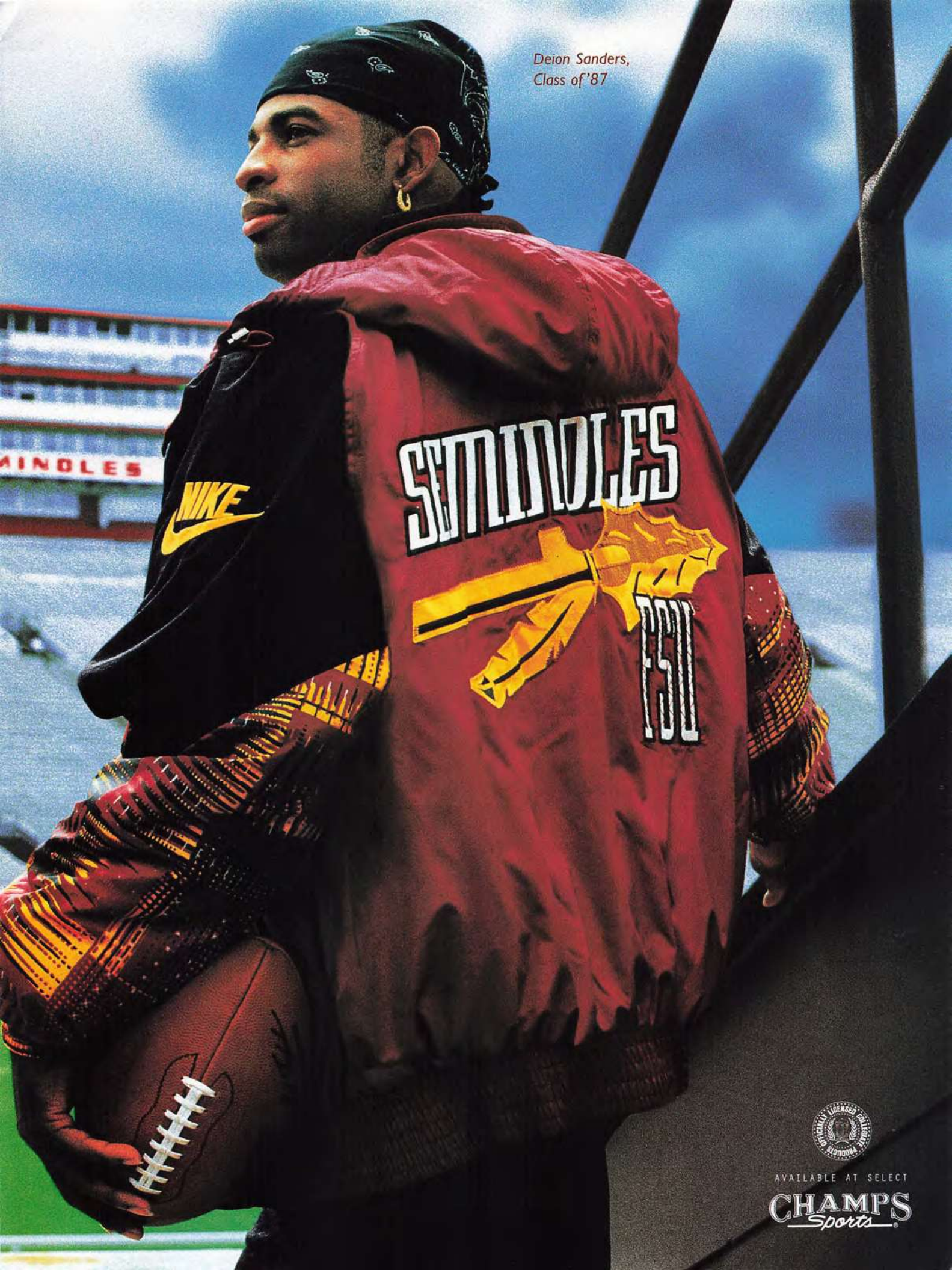
Lanier never doubted the Chiefs would win.

JAMES FLORES

If this was the place where it started for you, where an entire school gathered in your honor, and sang your name, where you first did things you always knew you could do, where you became a ten-year-old's fantasy and a sports-writer's dream, the place you'd thank some day during an induction speech, or two, if this was the place that took you in from the streets, changed your life, and sent you on your way, you'd come back too.

And you'd be wearing your Florida State sideline gear by Nike.




Deion Sanders,
Class of '87
SEMINOLES
NIKE
FSU
AVAILABLE AT SELECT
CHAMPS
Sports

we knew the rest of the story. We had a chance to reassert ourselves, and they did no more scoring the rest of the game. They made their adjustments, and we made ours.

"They brought Oscar Reed in at halfback. They really focused on getting the ball to Reed because he could create some things because of speed that they didn't have with either Brown or Osborn. We had controlled anything they tried to do in the inside running game."

BOB LILLY

The perennial all-pro defensive tackle had been with the Cowboys when they narrowly missed qualifying for Super Bowls I and II. Then, when they reached Super Bowl V, they lost another heartbreaker when Jim O'Brien's 32-yard field goal beat them with five seconds to play.

"That's when I tossed my helmet. The interesting thing was that one of the young players for the Baltimore Colts brought my helmet back to me and said, 'Mr. Lilly, here's your helmet.' And that really embarrassed me. I realized what I'd done, and I said, 'Thank you, son.' Coach [Tom] Landry always said, 'That [throwing the helmet] epitomized how we felt.'

"That was probably the most frustrated I've ever been. I'd been in Dallas 10 years, and we'd been what *Sports Illustrated* called 'bridesmaids' of the NFL. So we had to hang on to that title for another year.

"I hold two Super Bowl records: the sixty-yard helmet throw...and a twenty-nine-yard sack of Bob Griese the next year."

Before that sack, Dallas ran stunts on both sides of the line to spring Lilly and Larry Cole.

"George Andrie did a good job on the stunt, and I was free immediately. Griese was set to throw pretty fast, but I was right in his face. So he tried to avoid me, and he went to his right. Larry Cole was there and kept him in the lane. We just kept forcing him back, forcing him back, and he kept trying to turn around to dump the ball off. Finally, I caught him. After the game we carried Coach Landry off, and he had that big grin from ear to ear. I'll never forget it as long as I live because that was the game that put the Cowboys on the map."

RONNIE LOTT

Lott, who would go on to become a 10-time Pro Bowl selection, was one of three rookie defensive backs on the 1981 49ers. It was a team that had improved from 2-14 to 13-3 in two years, but hardly anyone considerd San Francisco a Super Bowl contender. From that launching point (a 26-21 victory over Cincinnati in Super Bowl XVI), the 49ers went on to win Super Bowls XIX, XXIII, and XXIV.

"When we finally won the Super Bowl, the distinct feeling that I had with my teammates was that we had accomplished a lot without having a lot of great talent. The greatest feeling came after we recovered [Cincinnati's] onside kick [with 16 seconds remaining]. I just remember standing up and hugging Dwight Clark, who had recovered the ball. It was over—all the hard work of training camp—and everything else that we went through, even arriving late for the game [because Vice President George Bush's motorcade had tied up traffic].

"It was funny because when we got on the bus after the game, I was sitting there talking to [then-secondary coach] George Seifert and he goes, 'Oh, it was great, but we get to try to do this again.' And I thought that was interesting. Here we are celebrating all of this one minute, and an hour later I'm talking with a coach about doing it again.

JOE MONTANA

If ever there were a quarterback born to perform in big games it is Montana, who played with ice water in his veins while guiding the 49ers to four Super Bowl titles. He was selected MVP in victories over Cincinnati (26-21 in XVI), Miami (38-16 in XIX), and Denver (55-10 in XXIV). All he did in XXIII (a 20-16 victory over Cincinnati) was direct the game-winning drive and throw the decisive touchdown pass.

"I think every one of them was kind of special, although the only great thing about our first game was it was our first experience in the Super Bowl, because it was an ugly game. The one I remember best is our third Super Bowl against Cincinnati [XXIII, when Montana's 10-yard pass to John Taylor won the game with 34 seconds left]. That's one where you say, 'If you can end it any way, that's the best way to do it—throwing a pass to win the Super Bowl.' The game against Denver was a different kind of dream for a quarterback—to go in and do whatever you want, at will. Just throw any-time. We played an all-around great football game there."

ANTHONY MUÑOZ

One of the most dominating offensive linemen in the game during his 13 seasons in Cincinnati, Muñoz helped the Bengals advance to Super Bowls XVI and XXIII. Both times they lost to the San Francisco 49ers.

"Our first Super Bowl was my second year in the league, and I was in such awe of the situation, I didn't really appreciate what was happening. Everything was moving so quickly. In the second Super Bowl, when I was in my ninth year, I had a chance to sit back and take in the whole thing, and I think enjoyed it a lot more. I made it a

NFL PHOTOS

Lilly lost his temper—and his helmet—after a heartrbreaking loss.

MICHAEL ZAGARIS

Lott felt a tremendous sense of accomplishment.

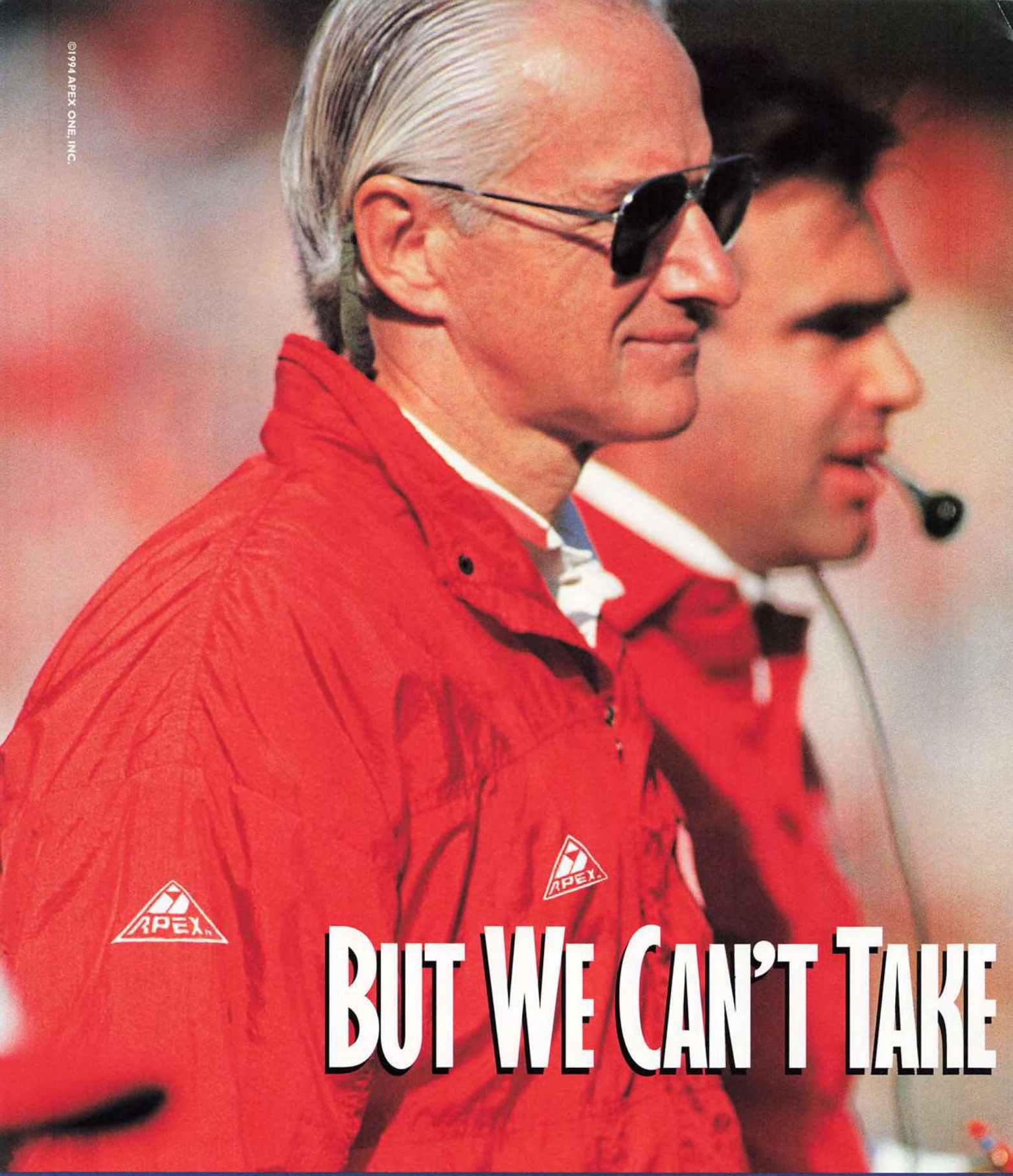
AL MESSERSCHMIDT

Montana's favorite touchdown pass was the game-winner with 34 seconds left.

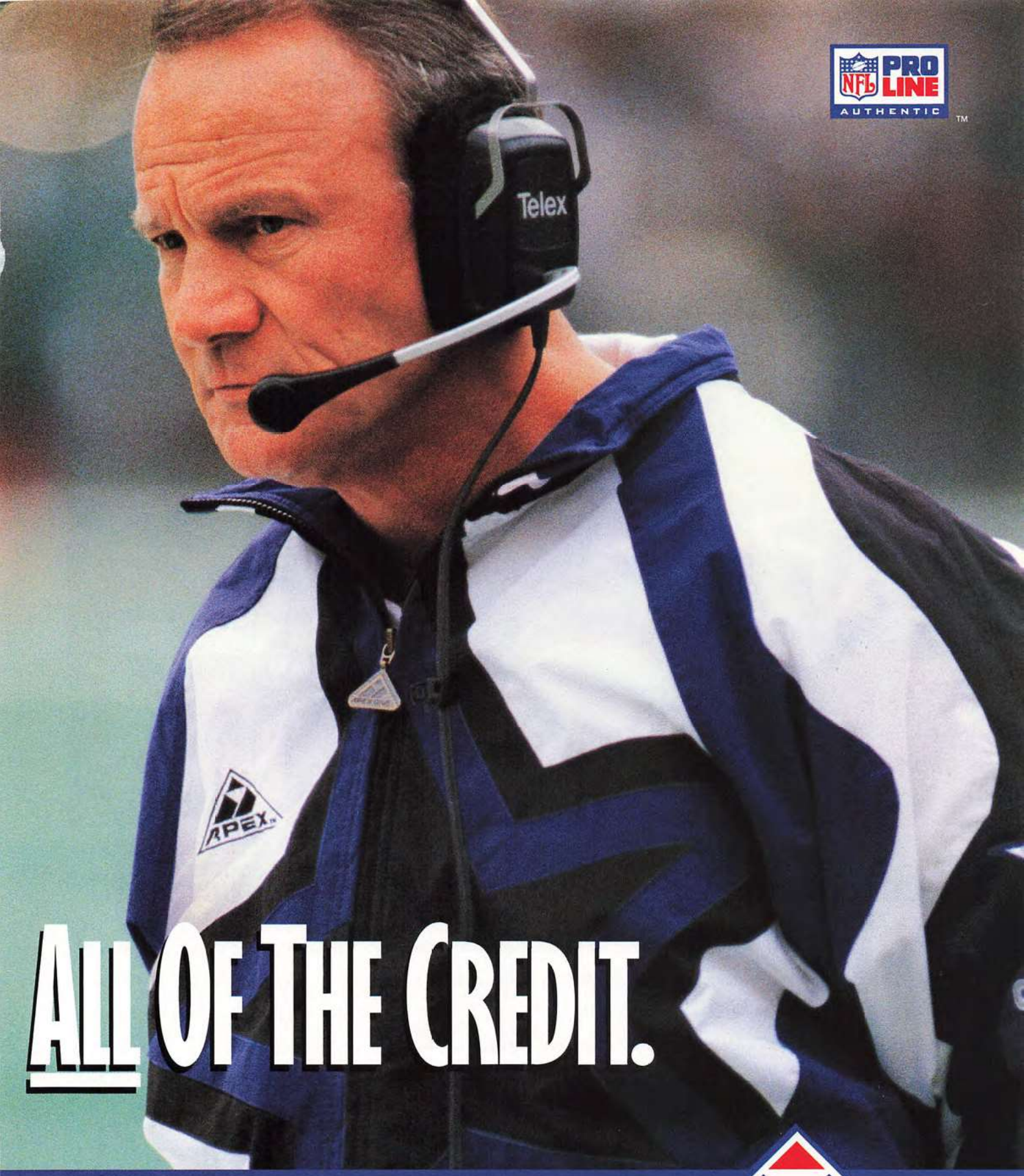
R.H. STAGG

Muñoz says the Super Bowl was better the second time around.

THEY SAY THE 49ERS & COWBOYS ARE LOOKING BETTER THAN EVER.



Apex also provides authentic sideline apparel for the Buffalo Bills, New England Patriots, Houston Oilers, Carolina Panthers, Kansas City Chiefs, New York Giants & Detroit Lions.

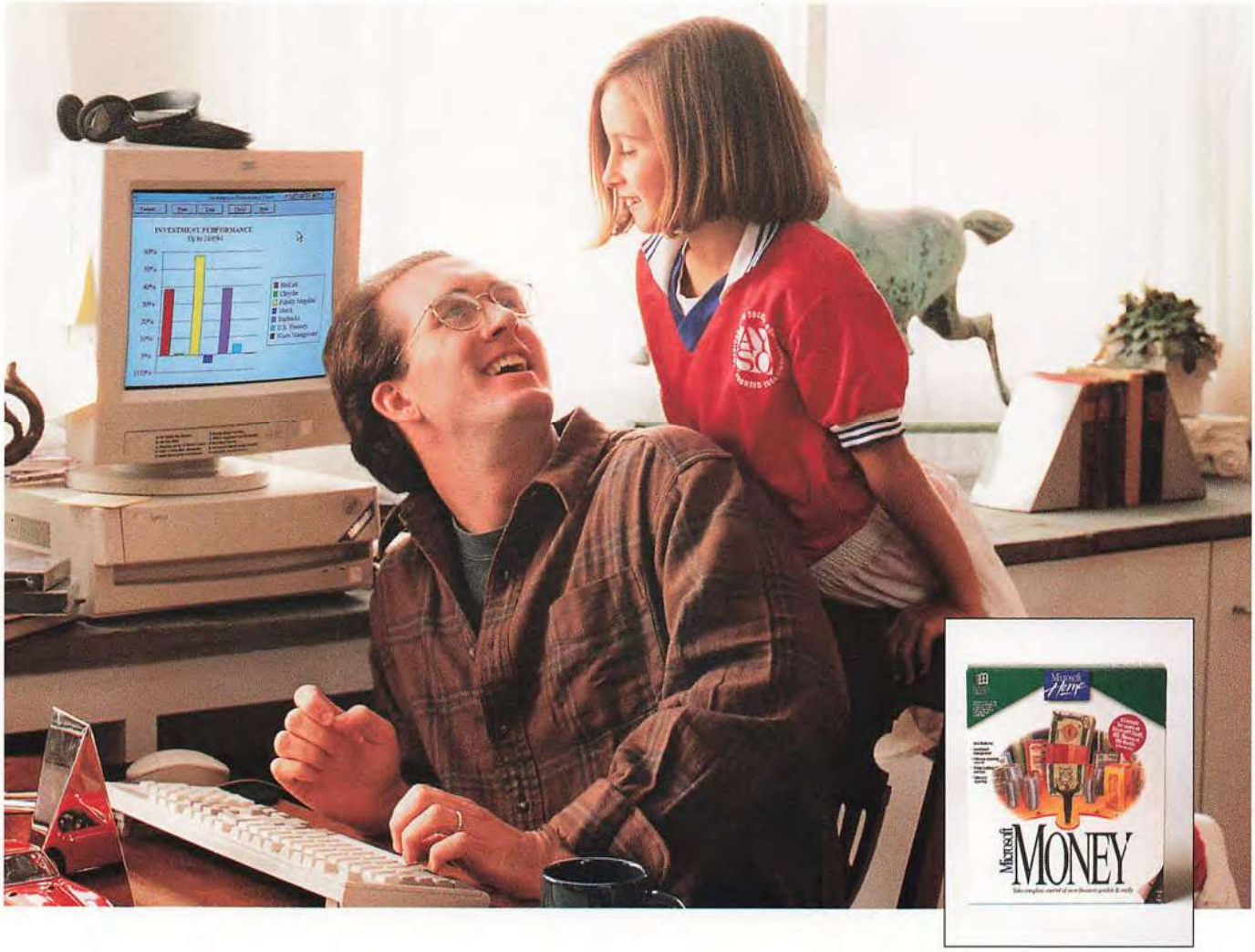


YOU CAN'T FAKE THIS.

APEX™

OFFICIAL FOOTWEAR OF THE NFL.
AUTHENTIC PRO LINE™ APPAREL & HEADWEAR.

ME & MY MOUSE



Introducing Chase PC Banking℠ with Microsoft®

CHASE PC Banking puts you in complete control of your money–with Microsoft Money. If you have Windows,™ a mouse and a modem, you can access all your Chase accounts–any place, any time; right from your desktop or notebook PC.

At the click of your mouse, you'll be connected directly to your Chase accounts – ready to check your balances, pay bills electronically, transfer funds or review your recent transactions. You can even talk to Chase by E-Mail, or access on-line stock quotes.

The service is guaranteed–if any payment you enter is not paid on time, Chase will pay the late fees or finance charges.* Of course there's a PIN number to make sure that only you have access to your account.

With all your up-to-date transactions automatically stored in Money, you can create income, expense and tax reports, prepare budgets and check your net worth.

Chase PC Banking with Microsoft Money is the first in a series of money management programs from Chase. So call Chase today to find out how you can begin to bank right from your own PC.

1-800-CHASE-24

24 HOURS A DAY, 7 DAYS A WEEK

CHASE MANHATTAN.
PROFIT FROM THE EXPERIENCE®

© 1994 The Chase Manhattan Bank, N.A., Member FDIC. *Subject to certain limitations. Microsoft® and Windows are registered trademarks of Microsoft Corporation.

point to really grab all the memories and not let the experience overwhelm me.

"I had fun with the media—being there for a week and being asked all those questions. You know a lot of times you're going to be asked the same questions, but instead of being frustrated and upset, I had fun.

"We were 6-10 my first year with the Bengals. Our second year we go 12-4, we're sitting at a Super Bowl, and I'm thinking, 'Man, we don't have a real old team, so here's a chance for us to string a few of these babies together.' But no. That's why you have to look at what the Bills have done. Even though they didn't win, to get there four times in a row is amazing."

RAY NITSCHKE

A hard-hitting middle linebacker for the powerful Packers teams of the sixties, Nitschke played in both of Green Bay's victories in Super Bowls I and II.

"Coach [Vince] Lombardi was extremely nervous [before Super Bowl I]. We didn't know how good or how bad the Kansas City Chiefs were. When we studied them, we didn't know how good or bad their opponents were, so it was a very difficult game to get ready for. And there was a lot of pressure and the weight of the National Football League at that time. All the owners and everybody naturally didn't want us to fall on our faces.

"I remember at halftime we were very tense as a team. [The Packers led 14-10.] We were kind of uptight because we reflected Lombardi. We went in the locker room, and he says, 'You guys had better relax out there. You're not performing like you're capable of performing.' I thought, 'Here's the head man telling us to relax, and he's the guy that got us all uptight.'

"We came out in the second half kind of relaxed. We just had to play good, solid football in order to beat a team that was capable of beating us. We just kind of had a wake-up call, and Lombardi was the guy that told us to do what we'd been doing for years. Willie Wood intercepted a pass, and that play turned that game around, and the rest was history."

JAN STENERUD

A Hall-of-Fame kicker who spent 13 of his 19 NFL seasons with the Chiefs, Stenerud kicked 3 field goals, including a record-breaking 48-yard success, in Kansas City's 23-7 victory over Minnesota in Super Bowl IV.

"The thing that struck me right away was the stadium atmosphere. Every other game, you either play at home or on the road. And all of a sudden, you're in a place where the crowd is divided. In the pregame introductions and when people scored and when there were big plays, it was an atmosphere that I never had seen before. Ordinarily, when the home team scores, there's a roar. But in a Super Bowl, you never have that deafening sound. You don't have the wild or the crazy electricity in the stadium.

"At halftime, we led sixteen to nothing. And we're half an hour away from the world championship. And because of all the halftime activities, it lasted twice as long as a normal halftime. It seemed 10 times as long. I remember that clearly, and how strange that was. We had the momentum going, but when we went out there, it was almost like starting a new game.

"And I remember Pat O'Brien, the actor, asked me for my warmup jacket with about three or four minutes to go in the game. And I wasn't very nice to him because I was so intense. I just said, 'No. I'll be glad to give it to you, but you can't have it until it's over.' There was no way I was going to let anything interfere with the concentration level that I had.

"Then I remember the total elation when the game was over. I am not one to scream and yell. If the 75,000 fans were like me, you would hardly hear a sound. But it was a terrific feeling of accomplishment. And I also remember thinking about the other guys who had played for so long in the AFL. To beat the old league in the last game between the two leagues, I know how terrific it felt for them."

JOHNNY UNITAS

Unitas was a member of two Super Bowl teams—the 1968 Colts that lost Super Bowl III to the Jets and the 1970 team that defeated Dallas in Super Bowl V. In 1968, he was sidelined for most of the year with an elbow injury, during which Earl Morrall, his replacement at quarterback, was the NFL's Most Valuable Player. Eighty percent recovered when Super Bowl III arrived, he was disappointed when coach Don Shula gave Morrall the start. The Jets led 13-0 when Unitas came in late in the third quarter. What does he remember?

"Not playing. It was very difficult. I stood around and waited for coach Shula to put me in.

"It was a funny game for us because we did a lot of good things, Earl did a lot of good things, but it just never seemed to work out in our favor. We had some fumbles, an interception. We had a guy in the end zone wide open and Earl didn't throw the ball to him. And we had Tom Mitchell in the end zone, hit him in the pads, and the ball bounced up and they intercepted. Everything that could go wrong did go wrong.

The first half of Super Bowl I, when the Packers held only a 14-10 lead, served as wakeup call, Nitschke says.

DAVID BOSS

Stenerud says the Super Bowl atmosphere was strange—and so was a fan's request for his jacket.

MALCOLM EMMONS

An impatient Unitas "stood and waited" for Don Shula to put him in.

DARRYL NORENBERG

WALT DISNEY ATTRACTIONS
AND THE
NATIONAL FOOTBALL LEAGUE
would like to thank the following companies for their assistance in the production of the
DORITOS SUPER BOWL XXIX
HALFTIME SHOW:

BANDIT LITES
Club Car®
FDC
Freeman Decorating Company
FALCON POWER
GE Capital Modular Space
Martin
MOODY RAVITZ Design Partners Inc.
MP ASSOCIATES, INC.
PRODUCTION RESOURCE MANAGEMENT
rosco
VARI*LITE®
SAFEWAY SCAFFOLDING
PAUL McCOWAN AIRSHOWS
Skydiving Team
SKY-TRACKER®
Ocean Spray
Gatorade Thirst Quencher
Lay's
SUPER BOWL XXIX

"We always felt we had the better team, and if we had played them ten times, we'd probably beat them nine. That's just the way the ball bounces. It does get frustrating. You want to do something, and you just don't get the opportunity."

GENE UPSHAW

An offensive guard for 15 seasons with the Raiders, Upshaw played for the 1967 team that lost to Green Bay in Super Bowl II, the 1976 team that beat Minnesota in Super Bowl XI, and the 1980 team that defeated Philadelphia in Super Bowl XV.

"I guess I'm the only player in history that played in a Super Bowl in three different decades. I had an opportunity to see it go from the [NFL-AFL] World Championship game, which is what they used to call it, to the Super Bowl. I was a rookie in Super Bowl II, playing against the Green Bay Packers. And I remember just being in awe of the magnitude of the game. I remember going into their locker room afterward and talking to Ray Nitschke and Henry Jordan and Bart Starr and Willie Davis—all of those guys. I never will forget them saying, 'Aw, you'll be back several more times.'

"I grew up wanting to be a Green Bay Packer. I always loved their sweep. And I said, 'Well, if I can't play for them, the next best thing is to play against them.'"

Thirteen years later, Upshaw's Raiders were the old guys against the Philadelphia Eagles in New Orleans.

"That whole week, we were a very loose team, as we always were. And [Eagles coach] Dick Vermeil was very strict with his guys. They were staying out near the airport. He would not allow them even to go to the French Quarter. So we kept thinking, 'We're not only playing for the Raiders, we also have a responsibility to the rest of the league because if we don't win and do it the way that we have done it, everybody will be copying Dick Vermeil.'

"That Wednesday morning we had a big meeting, and [John] Matuszak was standing there and saying, 'We got to get serious. We got to get ready for that game.' He hadn't even come in that night. We asked him the next day what happened. He said, 'Well, I had to go out to make sure no one else was out there.'"

MIKE WEBSTER

Webster made the center snaps for every Steelers Super Bowl team, beginning with a 16-6 victory over Minnesota in IX and followed by a two victories over Dallas (21-17 in X and 35-31 in XIII), before the last title triumph, 31-19 over the Rams in XIV.

"We had twenty-two guys who played on all four Super Bowl teams. Plus our coaching staff. We were very fortunate that we had some success when we were all young enough and we were able to stay together. There was a natural camaraderie. We had been through this so many times that when it came to playoff time, it really was our time of the year. It excited us.

"In our last Super Bowl, we were trailing the Rams going into the fourth quarter, but at no time did I sense any concern on our part that we might not get this thing done.

"I think one of the things that really showed up in the fourth quarter of that game was that we all knew we weren't going to be together that much longer. We knew we were getting close to the end of a dynasty. I didn't know this until after the game, but I think people within our own organization had expressed some concern that Chuck [Noll] should have gotten rid of some veterans that year and started to change over the squad a little bit."

Upshaw was awestruck by the magnitude of the game and the opponent, the legendary Packers.

PETER READ MILLER

In Super Bowl XIV, Webster and his teammates knew their dynasty was nearing the end.

GEORGE GOJKOVICH

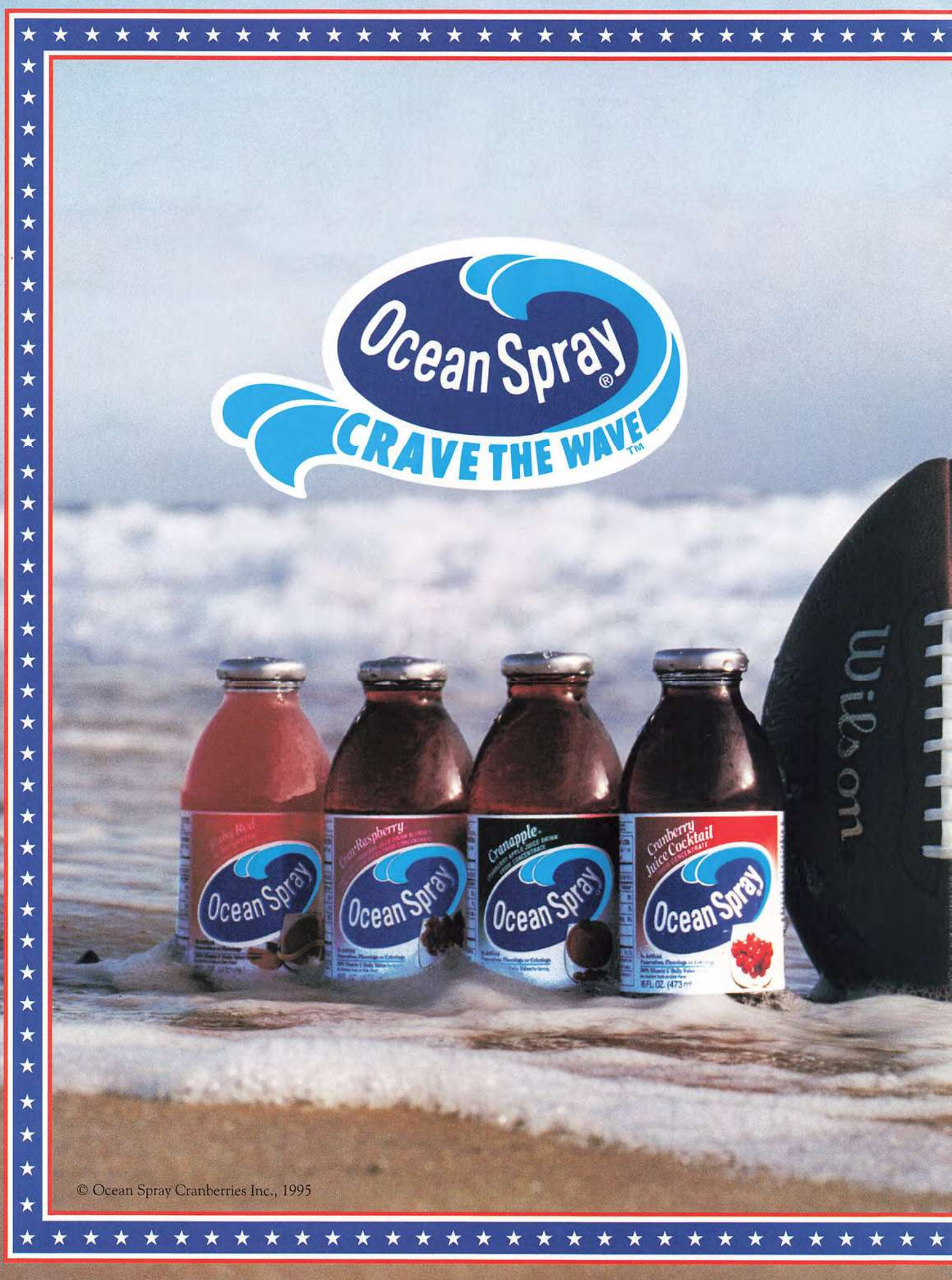
MIAMI'S VICE.

Not since razor stubble, pastel suits and synthesized music has Miami been caught in the grip of something so cheesy.

Doritos BRAND

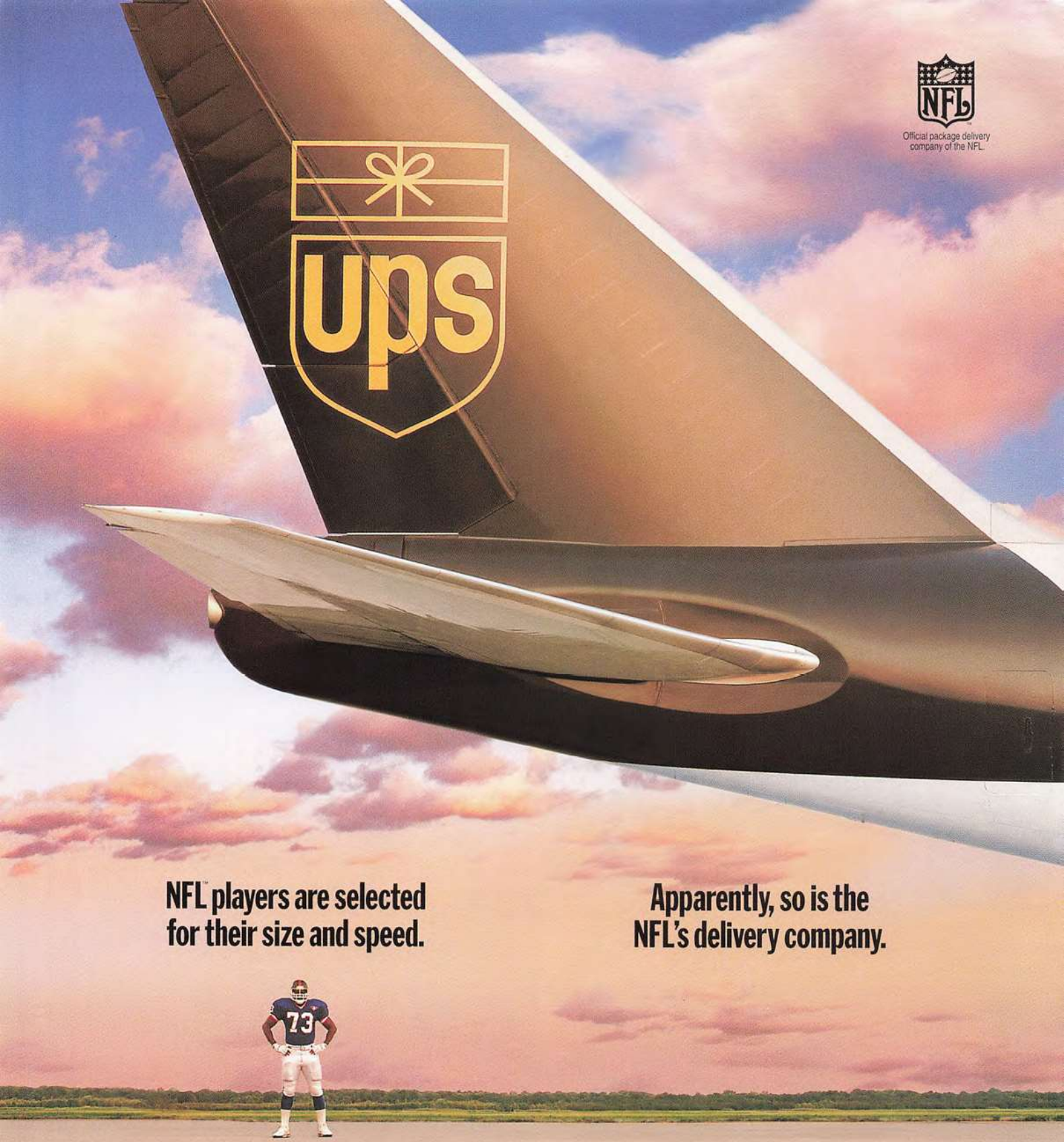
FLAVORS THE WAY YOU LOOK AT LIFE.™

DORITOS and FLAVORS THE WAY YOU LOOK AT LIFE are trademarks used by Frito-Lay Inc. © Recot Inc., 1995.



© Ocean Spray Cranberries Inc., 1995

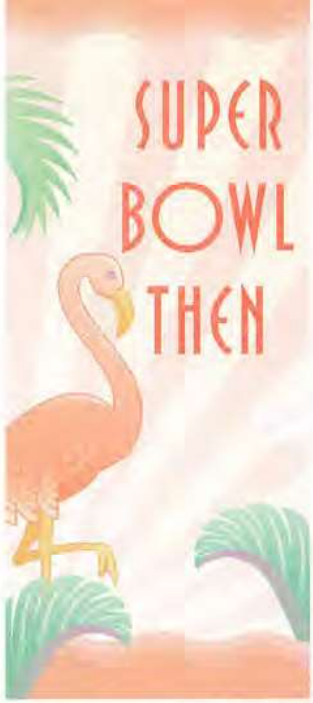
Wilson
New!
Mango Mango!
Ocean Spray
New!
Caribbean Colada
Ocean Spray
New!
Mandarin Magic
Ocean Spray
New!
Kiwi Strawberry
Ocean Spray
PROUD SPONSOR OF
Stars & Stripes
AMERICA'S CUP 1995


NFL
Official package delivery company of the NFL.
ups
NFL players are selected for their size and speed.
Apparently, so is the NFL's delivery company.
73

As the official package delivery company of the NFL, UPS handles everything. Players excluded. From equipment going overseas for pre-season games to overnight deliveries of Super Bowl tickets, UPS will deliver it on time. Every time. Guaranteed.* After all, we do that with millions of packages each business day. Maybe we should get an agent. **The package delivery company even the NFL counts on.**

ups

©1994 United Parcel Service of America, Inc. *See UPS Air Service Guide for guarantee details.



TIME CAPSULES

The First 29 Super Sundays: Surprising Results, Unexpected Stars, and Outstanding Performances

First World Championship Game AFL vs NFL

Bart Starr passed for 250 yards and 2 touchdowns and safety Willie Wood returned an interception 50 yards to set up a touchdown in the Packers' victory in the first AFL-NFL Championship Game. Starr, the game's most valuable player, threw scoring strikes of 37 yards and 13 yards to wide receiver Max McGee, normally a reserve, who was filling in for injured starter Boyd Dowler. McGee, who caught only 4 passes during the regular season, had 7 receptions for 138 yards in this game. Still, the upstart Chiefs trailed only 14-10 until Wood made the game's key play early in the third quarter, intercepting Len Dawson's pass at Green Bay's 45-yard line and returning it to the Chiefs' 5. Elijah Pitts ran for a touchdown on the next play to help the Packers break open the game.

Green Bay 35, Kansas City 10

January 15, 1967

Los Angeles Memorial Coliseum

Attendance: 61,946

Kansas City	0	10	0	0	— 10
Green Bay	7	7	14	7	— 35

SUPER BOWL II

Vince Lombardi capped his career as coach of the Packers by leading his team to its second consecutive Super Bowl victory. Bart Starr was named the game's most valuable player for the second time after completing 13 of 24 passes for 202 yards, including a 62-yard touchdown to Boyd Dowler. That came early in the second quarter and helped Green Bay build a 16-7 halftime advantage. The Packers coasted to victory after that, as Don Chandler kicked his fourth field goal of the game and cornerback Herb Adderley returned an interception 60 yards for a touchdown. Lombardi completed his ninth and final season in Green Bay, during which time he won six Western Conference championships, five NFL championships, and two Super Bowls.

TONY TOMSIC

After Herb Adderley intercepted, the Packers coasted.

Green Bay 33, Oakland 14

January 14, 1968

Orange Bowl, Miami, Florida

Attendance: 75,546

Green Bay	3	13	10	7	— 33
Oakland	0	7	0	7	— 14

SUPER BOWL III

Quarterback Joe Namath shocked the sports world by guaranteeing victory on the Thursday before the game, then delivering a stunning upset of the heavily favored Colts. It was the first triumph for an AFL team over an NFL team in the Super Bowl. Namath, the game's most valuable player, had his team in control throughout. He completed 17 of 28 passes for 206 yards, and directed New York to a first-half touchdown and three second-half field goals. The Jets built a 16-0 lead before Johnny Unitas, who had missed most of the season with a sore elbow, came off the bench to lead Baltimore to a touchdown late in the fourth quarter. New York's Matt Snell rushed for 121 yards on 30 carries and had a 4-yard touchdown run in the second quarter.

Joe Namath made good on a shocking guarantee.

N.Y. Jets 16, Baltimore 7

January 12, 1969

Orange Bowl, Miami, Florida

Attendance: 75,377

N.Y. Jets	0	7	6	3	—16
Baltimore	0	0	0	7	— 7

SUPER BOWL IV

Len Dawson's efficient passing and Kansas City's strong defense carried the Chiefs past the Vikings in the final game played between the AFL and the NFL (the merger would take place prior to the 1970 season, with the newly organized NFL divided into National and American conferences). Dawson was named the game's most valuable player after completing 12 of 17 passes for 142 yards, including a 46-yard touchdown to Otis Taylor on the game's key play. That gave Kansas City its final margin of victory and effectively sealed the outcome just eight plays after Minnesota's Dave Osborn ran 4 yards for a touchdown to pull his team within 16-7. The Vikings managed only 67 rushing yards and 239 total yards while turning over the football five times against the Chiefs' defense.

RICHARD RAPHAEL

Otis Taylor's 46-yard score was the key play.

MALCOLM EMMONS

Kansas City 23, Minnesota 7

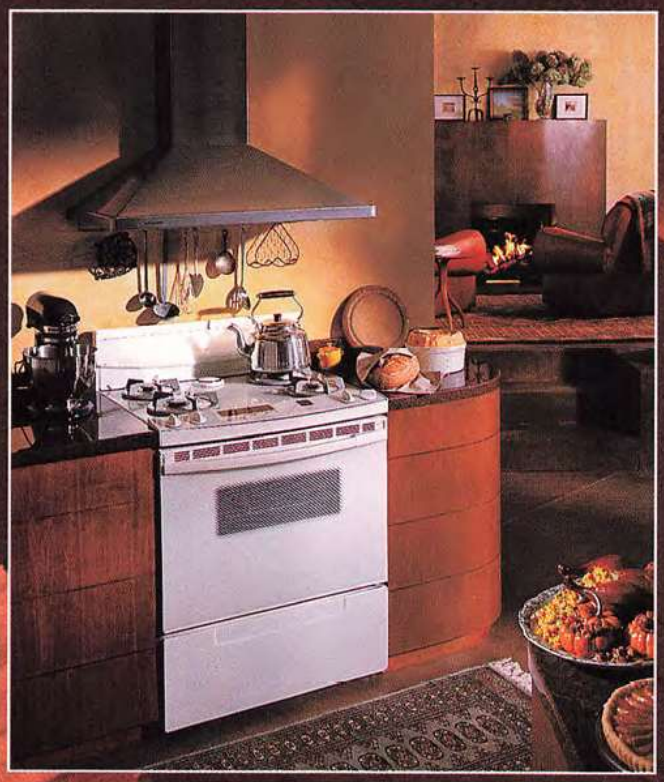
January 11, 1970

Tulane Stadium, New Orleans, Louisiana

Attendance: 80,562

Minnesota	0	0	7	0	— 7
Kansas City	3	13	7	0	— 23

NATURE REVEALS THE SECRET TO A BETTER CONVECTION RANGE: SIMPLICITY.



This KitchenAid® gas convection range mirrors the stunning simplicity of nature in both design and use. Finally, you can get all the benefits of convection–juicier roasts, evenly browned baked goods, in less time–without needing a calculator to figure out times and temperatures. Our exclusive EasyConvect™ process automatically converts your favorite recipes for you. To find out more about the first convection range that celebrates simplicity, call 1-800-422-1230. Naturally, from KitchenAid.

KitchenAid®
FOR THE WAY IT'S MADE.™

®REG. TM/TM OF KITCHENAID ©1995

SUPER BOWL V

Jim O'Brien's 32-yard field goal with five seconds remaining lifted the Colts to a come-from-behind victory over the Cowboys. Dallas, behind 2 field goals by Mike Clark and a 7-yard touchdown pass from Craig Morton to running back Duane Thomas, took a 13-6 lead into the fourth quarter. But with less than nine minutes to go in the game, Baltimore safety Rick Volk intercepted Morton's pass and returned it 30 yards to the Cowboys' 3-yard line, setting up Tom Nowatzke's tying touchdown run. After an exchange of punts, Morton was intercepted again, this time by linebacker Mike Curtis, whose 13-yard return to Dallas's 28 with 59 seconds remaining positioned rookie kicker O'Brien for the winning field goal. Dallas linebacker Chuck Howley was the game's MVP, the only player from a losing team so honored.

DICK RAPHAEL

Jim O'Brien's field goal provided the winning margin.

Baltimore 16, Dallas 13

January 17, 1971
Orange Bowl, Miami, Florida
Attendance: 79,204

Baltimore	0	6	0	10—	16
Dallas	3	10	0	0—	13

SUPER BOWL VI

Quarterback Roger Staubach was named the game's most valuable player, but it was the Cowboys' running game that did most of the damage in this rout

VERNON J. BIEVER

The Cowboys' ground game overwhelmed the Dolphins.

of the Dolphins. Dallas amassed 252 yards on the ground, including 95 by Duane Thomas and 74 by Walt Garrison. Thomas had a 3-yard touchdown run to help break open the game in the third quarter. Staubach, meanwhile, was efficient, completing 12 of 19 passes for 119 yards and 2 touchdowns without an interception. Linebacker Chuck Howley, the MVP of Super Bowl V, recovered a fumble in the first quarter to set up a field goal and intercepted a pass in the fourth quarter and returned it 41 yards to set up the Cowboys' final touchdown. Dallas's defense limited Miami to only 80 rushing yards and 185 total yards.

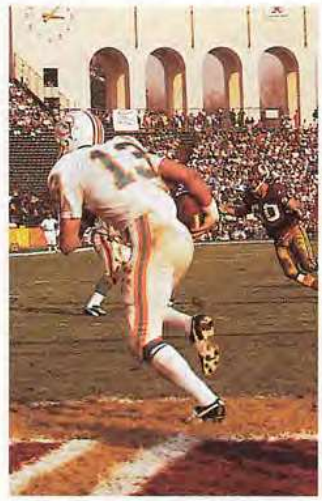
Dallas 24, Miami 3

January 16, 1972
Tulane Stadium, New Orleans, Louisiana
Attendance: 80,591

Dallas	3	7	7	7—	24
Miami	0	3	0	0—	3

SUPER BOWL VII

The Dolphins completed the only unbeaten, untied season in NFL history by beating the Redskins. Miami took a 14-0 lead at the intermission on Bob Griese's 28-yard pass to Howard Twilley and Jim Kiick's 1-yard run. The latter came with 18 seconds to play in the second quarter, and just five plays after Nick Buoniconti intercepted Billy Kilmer's pass at the Dolphins' 41-yard line and returned it 32 yards. That was the only time Washington crossed midfield in the first half. The Redskins threatened twice in the second half but were thwarted by a



JAMES FLORES

Jake Scott's interception foiled a Redskins' threat.

missed field goal and MVP Jake Scott's end-zone interception and 55-yard return. Washington's lone score came when Mike Bass grabbed a fumble out of the air on a misplayed field-goal attempt and returned it 49 yards for a touchdown with 2:07 left in the game.

Miami 14, Washington 7

January 14, 1973
Los Angeles Memorial Coliseum
Attendance: 90,182

Miami	7	7	0	0—	14
Washington	0	0	0	7—	7

SUPER BOWL VIII

The Dolphins, representing the AFC for the third consecutive year, dominated the Vikings from the start en route to their second straight NFL title. Miami began the game's opening possession at its own 38-yard line. Ten plays later, Larry Csonka's 5-yard touchdown run gave the Dolphins a lead they

MALCOLM W. EMMONS

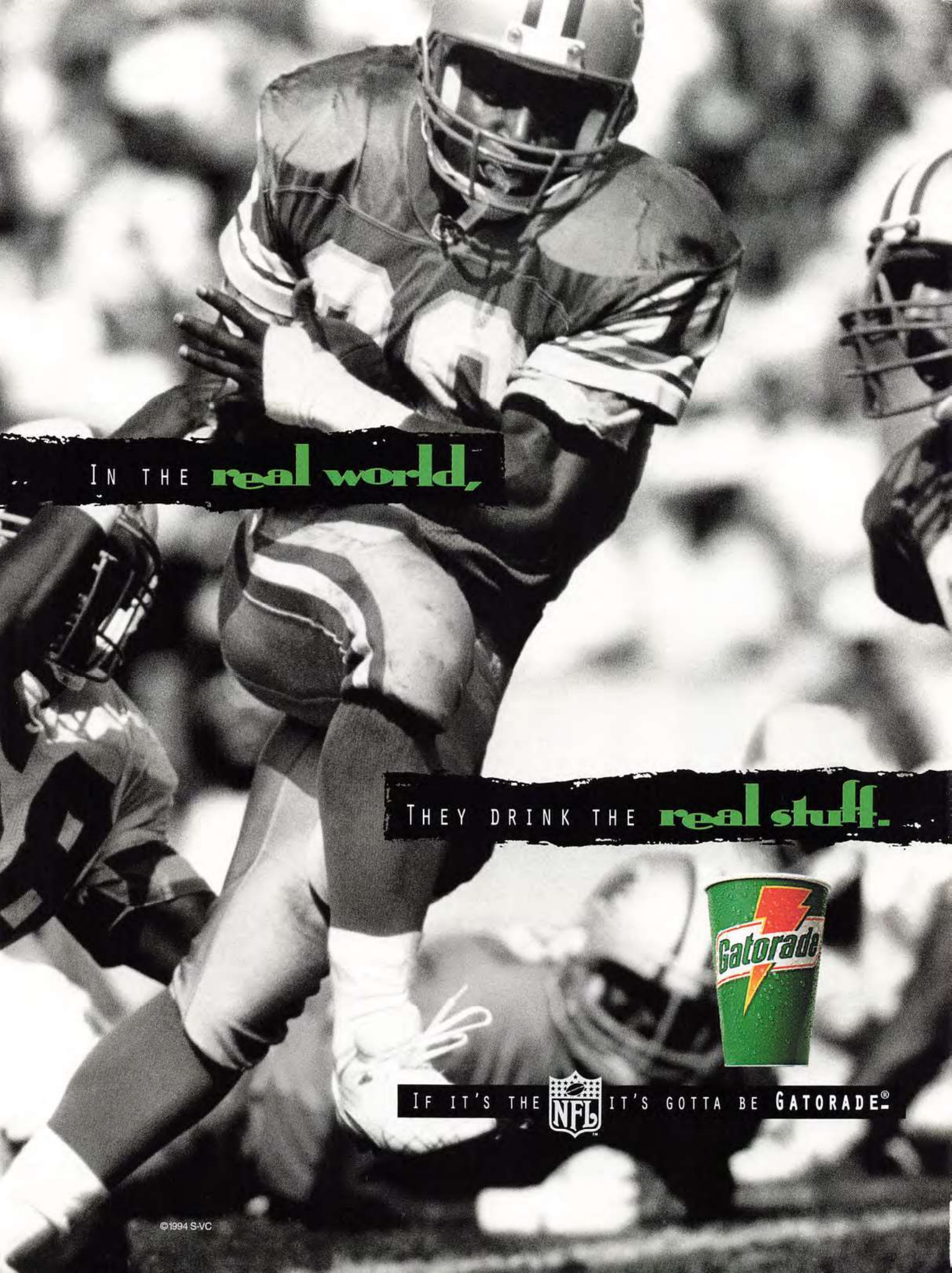
The Dolphins' Larry Csonka nearly was unstoppable.

would not relinquish. After Minnesota failed to record a first down on its initial drive, Miami marched 56 yards in 10 plays to another touchdown on Jim Kiick's 1-yard run. The Dolphins were content to nurse their big advantage and kept the ball on the ground after that. Quarterback Bob Griese, who completed all 4 of his attempts on the opening two drives, attempted just 3 passes the rest of the game, only 1 in the second half. Csonka rushed 33 times for 145 yards and 2 touchdowns.

Miami 24, Minnesota 7

January 13, 1974
Rice Stadium, Houston, Texas
Attendance: 71,882

Minnesota	0	0	0	7—	7
Miami	14	3	7	0—	24


IN THE real world,
THEY DRINK THE real stuff.
Gatorade
IF IT'S THE NFL IT'S GOTTA BE GATORADE®
©1994 S-VC

Time Capsules

SUPER BOWL IX

The Steelers used a suffocating defense and a critical fourth-quarter touchdown drive to win the first of their four NFL titles during the 1970s. Pittsburgh limited Minnesota to only 17 rushing yards, 119 total yards, and 2.5 yards per play. Still, the game was close because the Steelers managed only a second-quarter safety and a short touchdown drive following a fumble recovery on the second-half kickoff to take a 9-0 lead into the fourth quarter. And when Matt Blair blocked a punt and teammate Terry Brown recovered the ball in the end zone for a touchdown 4:27 into the final period, the Vikings trailed only 9-6. Pittsburgh countered, however, with an 11-play, 66-yard touchdown drive that consumed nearly seven minutes. Franco Harris, who gained a record 158 yards on 34 carries, was named the game's MVP.

DICK RAPHAEL

MVP Franco Harris gained a record 158 yards.

Pittsburgh 16, Minnesota 6

January 12, 1975
Tulane Stadium, New Orleans, Louisiana
Attendance: 80,997

Pittsburgh	0	2	7	7	— 16
Minnesota	0	0	0	6	— 6

SUPER BOWL X

Terry Bradshaw threw a 64-yard touchdown pass to Lynn Swann in the fourth quarter for the decisive points in the Steelers' second consecutive Super Bowl victory. Bradshaw and Swann teamed on their big play to put Pittsburgh ahead 21-10 with 3:02 to play in the game. Cowboys quarterback Roger Staubach rallied his team with a 34-yard touchdown pass to Percy Howard (it was the lone reception of Howard's NFL career) with 1:48 remaining, but on Dallas's final possession, his last-second desperation pass was intercepted in the end zone by Steelers safety Glen Edwards. Swann was named the game's MVP after catching 4 passes for 161 yards. Pittsburgh's Reggie Harrison blocked a punt out of the end zone for a momentum-swinging safety early in the fourth quarter.

JOHN BIEVER

Pittsburgh's Steel Curtain shut down the Cowboys.

Pittsburgh 21, Dallas 17

January 18, 1976
Orange Bowl, Miami, Florida
Attendance: 80,187

Dallas	7	3	0	7	— 17
Pittsburgh	7	0	0	14	— 21

SUPER BOWL XI

The Raiders neutralized Minnesota's vaunted defensive front four with a powerful rushing attack that paved the way for a rout. Oakland won its first NFL title, while the Vikings' frustration in the Super Bowl continued. Minnesota lost for the fourth time in four tries, and the Vikings never held a lead in any of those games. The Raiders amassed 266 yards on the ground, including a career-high 137 yards from Clarence Davis. Mark van Eeghen ran for 73 yards and Pete Banaszak scored on 2 short touchdown runs. Quarterback Ken Stabler completed 12 of 19 passes for 180 yards, including a 1-yard touchdown to tight end Dave Casper in the second quarter. Wide receiver Fred Biletnikoff caught 4 passes for 79 yards to earn the game's most-valuable-player award. Three of his receptions set up touchdowns.

JOHN BIEVER

Clarence Davis ran for 137 yards against the Vikings.

Oakland 32, Minnesota 14

January 9, 1977
Rose Bowl, Pasadena, California
Attendance: 103,438

Oakland	0	16	3	13	—32
Minnesota	0	0	7	7	—14

SUPER BOWL XII

Harvey Martin and Randy White keyed a Dallas defense that forced 8 turnovers in the Cowboys' victory. Martin, an end, and White, a tackle, shared the game's most-valuable-player award after harassing Denver quarterbacks Craig Morton and Norris Weese into only 8 completions in 25 attempts for 61 yards. Morton was intercepted 4 times, and Dallas converted 2 of those into 10 first-quarter points en route to a 13-0 halftime lead. It was 13-3 midway through the third quarter when Cowboys wide receiver Butch Johnson helped put the game out of reach with a diving, fingertip catch in the end zone to complete a 45-yard touchdown pass from Roger Staubach. Dallas outgained the Broncos 325-156 and maintained possession for 38:34 of the game's 60 minutes.

PETER READ MILLER

MALCOLM EMMONS

Harvey Martin made life miserable for the Broncos.

Dallas 27, Denver 10

January 15, 1978
Louisiana Superdome, New Orleans, Louisiana • Attendance: 75,583

Dallas	10	3	7	7	—27
Denver	0	0	10	0	—10

A Kodak Moment™

Don't trust your memories
to anything less than Kodak film.

© Eastman Kodak Company, 1995

Time Capsules

SUPER BOWL XIII

MVP Terry Bradshaw threw 4 touchdown passes as the Steelers became the first team to win three Super Bowls. Bradshaw completed 17 of 30 passes for 318 yards, including touchdowns to John Stallworth (28 yards and 75 yards), Rocky Bleier (7 yards), and Lynn Swann (18 yards). The last of those came

AL MESSERSCHMIDT

The Steelers celebrated an unprecedented third title.

with 6:51 remaining in the game and boosted Pittsburgh's lead to 35-17. That advantage proved to be insurmountable, although the Cowboys did rally behind 2 touchdown passes from Roger Staubach in the closing minutes, the second of which came after a successful onside kick. But the Steelers recovered another onside kick with 17 seconds to play. Swann finished with 7 receptions for 124 yards. Stallworth caught 3 passes for 115 yards.

Pittsburgh 35, Dallas 31

January 21, 1979

Orange Bowl, Miami, Florida

Attendance: 79,484

Pittsburgh	7	14	0	14—35
Dallas	7	7	3	14—31

Super Bowl XIV

Terry Bradshaw completed 14 of 21 passes for 309 yards and 2 touchdowns to lead the Steelers to their fourth Super Bowl title in six seasons. Bradshaw, the game's most valuable player for the second consecutive year, rallied the heavily favored Steelers from behind twice in the second half. After the Rams forged a 13-10 halftime advantage, Bradshaw threw a 47-yard touchdown pass to Lynn Swann 2:48 into the third quarter to give Pittsburgh a 17-13 lead. Los Angeles countered to go in front again on a 24-yard halfback-option pass from Lawrence McCutcheon to Ron Smith, but the Steelers regained the lead for good when Bradshaw teamed with John Stallworth on a 73-yard touchdown bomb 2:56 into the fourth quarter. Later in the period, Bradshaw's 45-yard pass to Stallworth set up the final touchdown.

ANDY HAYT

John Stallworth made a pair of big receptions.

Pittsburgh 31, Los Angeles 19

January 20, 1980

Rose Bowl, Pasadena, California

Attendance: 103,985

Los Angeles	7	6	6	0—19
Pittsburgh	3	7	7	14—31

SUPER BOWL XV

Jim Plunkett threw 3 touchdown passes, including an 80-yard strike to running back Kenny King, to lead the Raiders past the Eagles. Plunkett capped Oakland's first possession with a 2-yard touchdown pass to Cliff Branch 6:04 into the game. Late in the first quarter, from the Raiders' 20-

Kenny King stunned the Eagles with an 80-yard TD.

yard line, Plunkett scrambled and found King drifting behind the Eagles' secondary at the 39. King made the catch and scampered the rest of the way for the touchdown that made the score 14-0. It was 14-3 at halftime, and Oakland put the game away on the first possession of the second half, marching 76 yards to Plunkett's 29-yard touchdown pass to Branch to increase the Raiders' lead to 21-3. Plunkett, the game's MVP, completed 13 of 21 passes for 261 yards. Oakland linebacker Rod Martin intercepted 3 passes.

Oakland 27, Philadelphia 10

January 25, 1981

Louisiana Superdome, New Orleans, Louisiana • Attendance: 76,135

Oakland	14	0	10	3—27
Philadelphia	0	3	0	7—10

SUPER BOWL XVI

MVP Joe Montana passed for 1 touchdown and ran for another as the 49ers built a 20-0 halftime lead, then used a dramatic goal-line stand to hold off the Bengals. Montana's 1-yard sneak in the first quarter and his 11-yard pass to running back Earl Cooper, plus 2 field goals by Ray Wersching, gave San Francisco its big first-half advantage. But Cincinnati rallied in the second half, pulling within 20-7 on quarterback Ken Anderson's 5-yard touchdown run, then driving to a first-and-goal on the 49ers' 3 late in the third quarter. Three plays netted only 2 yards, and on fourth down, San Francisco's

PETER READ MILLER

VERNON BIEVER

A goal-line stand keyed the 49ers' victory.

defensive line stuffed Bengals running back Pete Johnson for no gain. Cincinnati closed its deficit to six points in the fourth quarter, but 2 more field goals by Wersching kept the game out of reach.

San Francisco 26, Cincinnati 21

January 24, 1982

Pontiac Silverdome, Pontiac, Michigan

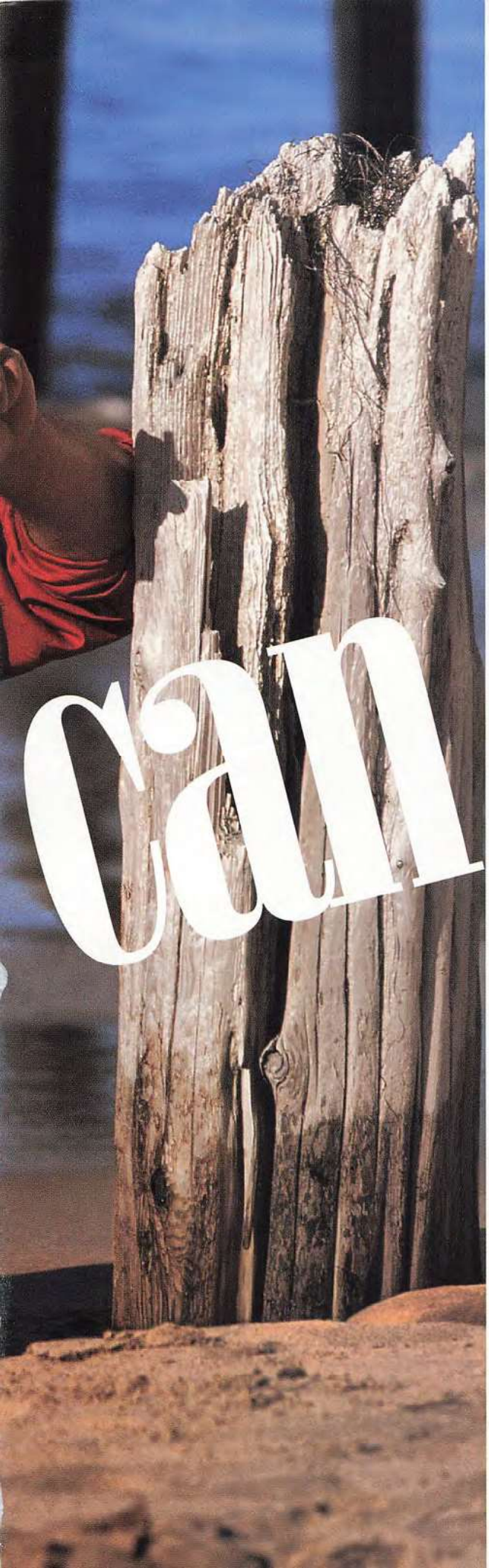
Attendance: 81,270

San Francisco	7	13	0	6—26
Cincinnati	0	0	7	14—21

© Philip Morris Inc. 1994

Ultima: Kings 1 mg "tar," 0.1 mg nicotine–Ultra Lights: Kings 5 mg "tar," 0.4 mg nicotine–Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.



You can switch down

to lower tar and still get

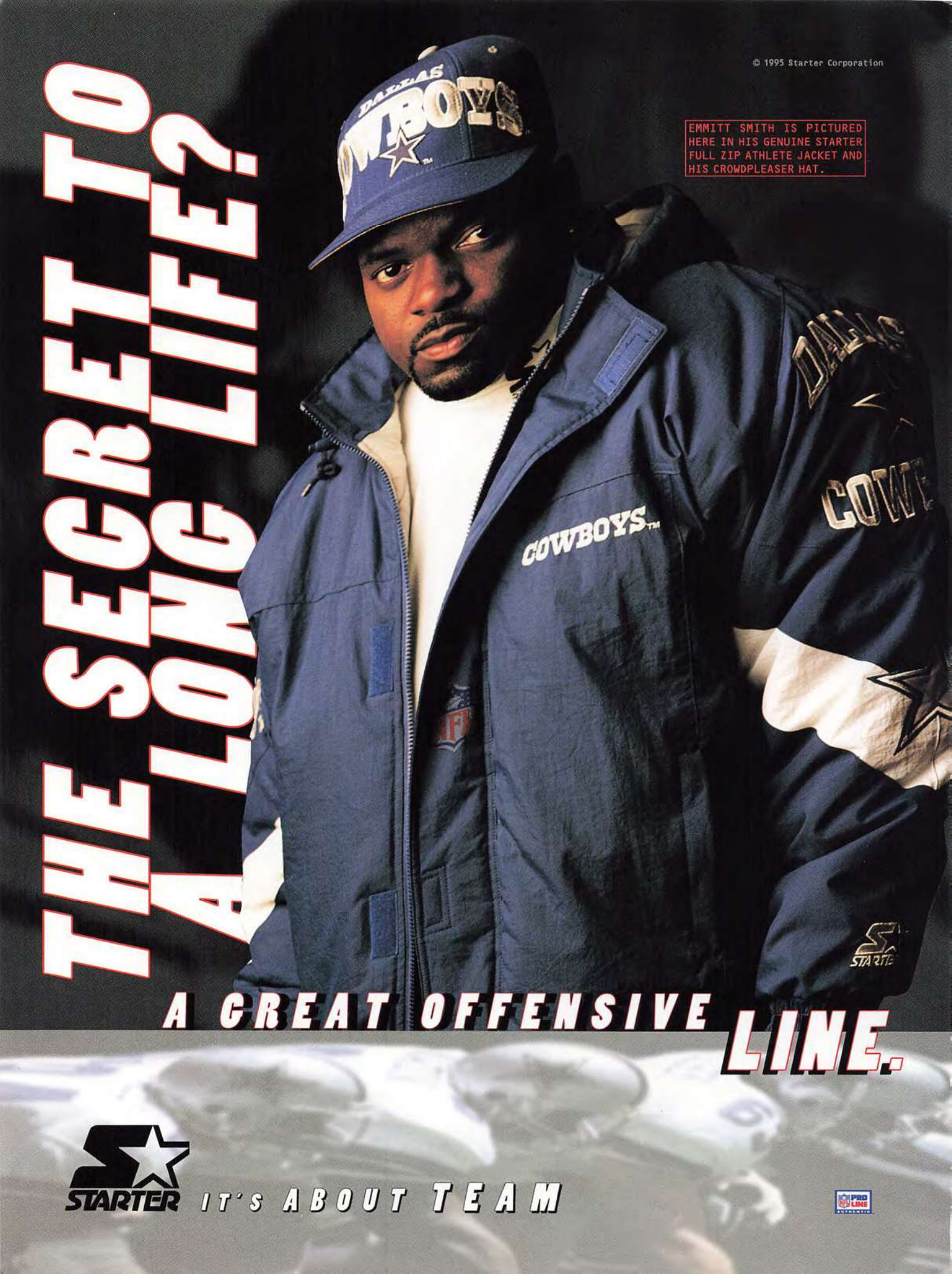
satisfying taste.

can do it!

RINGTHEBELL
on
Archive.org

Low Lower Lowest

You've got MERIT


© 1995 Starter Corporation
EMMITT SMITH IS PICTURED HERE IN HIS GENUINE STARTER FULL ZIP ATHLETE JACKET AND HIS CROWDPLEASER HAT.
THE SECRET TO A LONG LIFE?
COWBOYS
A GREAT OFFENSIVE LINE.
STARTER
IT'S ABOUT TEAM

Time Capsules

John Riggins rushed for 166 yards, including the decisive 43-yard touchdown early in the fourth quarter, to power the Redskins past the Dolphins. Two big plays—David Woodley's 76-yard touchdown pass to Jimmy Cefalo and Fulton Walker's 98-yard kickoff return for a touchdown—helped stake Miami to a 17-13 lead entering the fourth quarter. Fewer than five minutes into the period, Washington was faced with fourth-and-1 at the Dolphins' 43. Riggins, the game's MVP took a handoff at left tackle, brushed off one would-be tackler and raced the rest of the way for a touchdown. Joe Theismann's 6-yard touchdown pass to Charlie Brown put

Peter Read Miller

John Riggins's 43-yard run turned the tide.

the game out of reach with 1:55 left. Riggins's run capped a brilliant postseason for the workhorse running back, who ran for more than 100 yards in four consecutive games.

Washington 27, Miami 17
January 30, 1983
Rose Bowl, Pasadena, California
Attendance: 103,667

Miami	7	10	0	0—17
Washington	0	10	3	14—27

MVP Marcus Allen ran for 191 yards and 2 touchdowns to lead the Raiders to an easy victory over the Redskins. Derrick Jensen's blocked punt and recovery in the end

Richard Mackson

Marcus Allen ran through Washington for 191 yards.

zone and Jim Plunkett's 12-yard touchdown pass to Cliff Branch gave Los Angeles a 14-3 lead shortly before halftime. Linebacker Jack Squirek then helped turn the game into a rout by intercepting Joe Theismann's pass deep in Washington territory and returning it 5 yards for a touchdown with only seven seconds to go in the half. When the Redskins threatened to make a game of it, pulling within 21-9 after 4:08 of the second half, Allen took over. The Raiders' running back, who averaged 9.6 yards on his 20 carries, capped a 70-yard drive with a 5-yard touchdown run, then raced 74 yards for a touchdown on the final play of the third quarter.

L.A. Raiders 38, Washington 9
January 22, 1984
Tampa Stadium, Tampa, Florida
Attendance: 72,920

Washington	0	3	6	0— 9
L.A. Raiders	7	14	14	3— 38

Joe Montana passed for 331 yards and 3 touchdowns and rushed for 59 yards and another score as the 49ers won a shootout between two high-powered offenses. The Dolphins averaged 32 points per game during the regular season, and the NFL's top scoring team drove to a field goal and a touchdown the first two times it had the ball. But the 49ers, second in the league during the regular season after averaging a shade under 30 points per game, countered with touchdowns on three consecutive possessions in the second quarter to take a 28-16 lead at halftime. In the second half, San Francisco's defense kept the explosive Dolphins from mounting a comeback.

Richard Mackson

Joe Montana won a shootout with Dan Marino.

The 49ers finished with 537 total yards, a Super Bowl record. Montana was named the game's most valuable player.

San Francisco 38, Miami 16
January 20, 1985
Stanford Stadium, Stanford, California
Attendance: 84,059

Miami	10	6	0	0—16
San Francisco	7	21	10	0—38

The Bears won their first NFL title since 1963 on the strength of a stifling defense that turned in the most dominating performance in Super Bowl history. Chicago, which led the league in total defense during the regular season, allowed the Patriots a record-low 7 rushing yards and only 123 total yards, and recorded 7 sacks. Only 1 of New England's first 16 plays

Richard Mackson

The bruising Bears defense smothered New England.

gained yardage, and the Patriots did not record their initial first down until late in the second quarter. By halftime, the Bears led 23-3 and had limited the Patriots to minus-19 total yards. Chicago defensive end Richard Dent, who had 1½ sacks and forced 2 fumbles, was named the game's most valuable player. Quarterback Jim McMahon completed 12 of 20 passes for 256 yards and ran for a pair of touchdowns.

Chicago 46, New England 10
January 26, 1986
Louisiana Superdome, New Orleans, Louisiana • Attendance: 73,818

Chicago	13	10	21	2—46
New England	3	0	0	7—10

Time Capsules

Phil Simms's remarkable passing efficiency lifted the Giants past the Broncos. Simms was nearly flawless, completing 22 of 25 passes for 268 yards and 3 touchdowns. He set Super Bowl

BILL CUMMINGS

Phil Simms completed 22 of 25 pass attempts.

records for consecutive pass completions (10) and highest completion percentage (88.0) while earning the most-valuable-player award. Still, New York trailed at halftime before taking command in the third quarter and turning the game into a rout in the fourth period. Down 10-9, the Giants took the second-half kickoff and marched 63 yards in 9 plays, taking the lead for good on Simms's 13-yard touchdown pass to Mark Bavaro 4:52 into the third quarter. Simms's third touchdown pass, 6 yards to Phil McConkey, put the game out of reach at 33-10 in the fourth quarter.

PAUL SPINELLI/NFLP

N.Y. Giants 39, Denver 20

January 25, 1987

Rose Bowl, Pasadena, California

Attendance: 101,063

Denver	10	0	0	10	—20
N.Y. Giants	7	2	17	13	—39

Doug Williams threw 4 touchdown passes as the Redskins used a Super Bowl-record 35-point, second-quarter blitzkrieg to stun the Broncos. Denver led 10-0 before Washington exploded. The Redskins scored 5 touchdowns in only 18 plays of the second quarter with total time of possession of just 5:54. Williams began the onslaught with an 80-yard touchdown pass to Ricky Sanders, then gave Washington the lead for good with a 27-yard touchdown pass to Gary Clark. After rookie Timmy Smith ran 58 yards for a score, Williams teamed with Sanders again (50 yards) and tight end Clint Didier (8 yards) on touchdown passes. Smith, a surprise starter because of injuries, rushed for a record 204 yards on only 22 carries. Williams was named the MVP after completing 18 of 29 passes for 340 yards.

Doug Williams buried Denver with a second-quarter explosion.

Washington 42, Denver 10

January 31, 1988

San Diego Jack Murphy Stadium

Attendance: 73,302

Washington	0	35	0	7	—42
Denver	10	0	0	0	—10

Joe Montana's 10-yard touchdown pass to John Taylor with 34 seconds remaining lifted the

John Taylor caught the game winner with 34 seconds left.

49ers to a dramatic victory over the Bengals. Jim Breech's third field goal of the game, from 40 yards with 3:20 left to play, had given Cincinnati a 16-13 advantage. Starting from its own 8-yard line, San Francisco covered 92 yards in 11 plays to score the winning touchdown. Montana completed 8 of 9 passes on the drive. Earlier in the fourth quarter, Montana teamed with Jerry Rice on a 14-yard touchdown pass to tie the game at 13-13. That came just four plays after the Bengals' Stanford Jennings returned a kickoff 93 yards for a touchdown. Rice was named the game's most valuable player after catching 11 passes for 215 yards. Montana completed 23 of 36 attempts for a Super Bowl-record 357 yards.

San Francisco 20, Cincinnati 16

January 22, 1989

Joe Robbie Stadium, Miami, Florida

Attendance: 75,129

Cincinnati	0	3	10	3	—16
San Francisco	3	0	3	14	—20

Joe Montana threw a Super Bowl-record 5 touchdown passes as the 49ers routed the Broncos to win their second consecutive NFL title. Montana, who completed 22 of 29 passes for 297 yards in just over three quarters of play, became the first player to earn three Super Bowl most-valuable-player awards. Wide receiver Jerry Rice, the MVP of San Francisco's victory over Cincinnati in Super Bowl XXIII, caught 7 passes for 148 yards and 3 touchdowns against Den-

BOB ROSATO/NFLP

DAVE BOSS

Joe Montana became the first three-time MVP.

ver. Fullback Tom Rathman had 2 short touchdown runs. The 49ers dominated from the outset and finished with sizable advantages in first downs (28 to 12) and total yards (461 to 167), while maintaining possession for nearly 40 of the game's 60 minutes. San Francisco equaled Pittsburgh's record of four Super Bowl titles.

San Francisco 55, Denver 10

January 28, 1990

Louisiana Superdome, New Orleans, Louisiana • Attendance: 72,919

San Francisco	13	14	14	14	—55
Denver	3	0	7	0	—10

"The whole thing is for me to get myself into a kind of trance.

bang

"Once I'm in the kayak I start to go over a pretty long checklist in my mind, but as I stare down at the finish line I start to tune out all the distractions, and everything gets really quiet and calm. Then comes the explosion, and in that split second it all changes.

"It's hard to describe; it's like I don't really *feel* anything. I'm just totally focused on the million details that go into each stroke—adjusting, fine tuning, increasing, decreasing. You just push yourself more and more until you don't have anything left—and then you find some more.

"My brother tried to figure out how far I've paddled. My average training speed is about ten miles an hour, and I've been doing serious training about three hours a day since I was seventeen. It comes out to be a little less than three times around the world.

"But I don't know if I'm good enough to make it onto the National Team. I want to, and I think I can do it. I've got to try.

"My mom thinks I shouldn't let Atlanta be the only goal in my life, but I can't not think about it."

RING THE BELL
on Archive.org

Champion
Champion International Corporation

1 Official Sponsor

U.S. Canoe and Kayak Team

At Champion International Corporation, we manufacture paper and wood products. We also admire the personal tenacity it takes to excel in this sport and are proud to be the official sponsor of the U.S. Canoe and Kayak Team.

© 1995 C.I.C. Photo: Brian Hill

Time Capsules

N.Y. Giants 20, Buffalo 19

January 27, 1991
Tampa Stadium, Tampa, Florida
Attendance: 73,813

Buffalo	3	9	0	7	—19
N.Y. Giants	3	7	7	3	—20

New York's Matt Bahr kicked a 21-yard field goal midway through the fourth quarter and the Giants held on to win when Buffalo's Scott Norwood

GEORGE ROSE

Mark Ingram's catch set up a third-quarter score.

missed a 47-yard field-goal try in the closing seconds. The Bills led 12-10 at halftime but the lead changed hands three times after the intermission. Game MVP Ottis Anderson, who rushed for 102 yards, capped a 9-minute, 29-second drive to open the second half with a 1-yard touchdown run that put New York ahead 17-12. Thurman Thomas's 31-yard touchdown run on the first play of the fourth quarter gave Buffalo the lead again, but the Giants countered with another time-consuming march (7:32) to Bahr's go-ahead field goal. The Bills reached the Giants' 29 on their final possession, but Norwood's kick with four seconds to go sailed wide right.

MICHAEL ZAGARIS

Washington 37, Buffalo 24

January 26, 1992
Metrodome, Minneapolis, Minnesota
Attendance: 63,130

Washington	0	17	14	6	—37
Buffalo	0	0	10	14	—24

Mark Rypien passed for 292 yards and 2 touchdowns as the Redskins overwhelmed the Bills. Rypien earned the game's MVP award after completing 18 of 33 passes, including a 10-yard scoring strike to Earnest Byner and a 30-yard touchdown pass to Gary Clark. The latter came late in the third quarter, after Buffalo had trimmed a 24-0 deficit to 24-10, and effectively put the game out of reach. Though Washington struggled early, converting its first three drives inside Buffalo's 20-yard line into only 3 points, the Redskins still built a 17-0 halftime lead, and stretched the advantage to 24-0 just 16 seconds into the second half when

Mark Rypien guided Washington to a third title.

linebacker Kurt Gouveia's interception and 23-yard return set up Gerald Riggs's 2-yard run. Washington's Joe Gibbs became the third coach to win as many as three Super Bowls.

Dallas 52, Buffalo 17

January 31, 1993
Rose Bowl, Pasadena, California
Attendance: 98,374

Buffalo	7	3	7	0	—17
Dallas	14	14	3	21	—52

Troy Aikman threw 4 touchdown passes, Emmitt Smith rushed for 108 yards, and the Cowboys converted 9 turnovers into 35 points while coasting to victory. Dallas's win was its third in a record six Super Bowl appearances; the Bills became the first team to lose three in succession. The Cowboys led 14-10 before

Troy Aikman threw 4 touchdown passes to defeat Buffalo.

breaking open the game late in the first half when Aikman threw 19- and 18-yard touchdown passes to Michael Irvin just 18 seconds apart to increase the advantage to 28-10. Buffalo pulled within 31-17 on the last play of the third quarter, but Dallas put the game out of reach by scoring three times in a span of 2:33 of the fourth period. Aikman, the game's MVP, completed 22 of 30 passes for 273 yards. The Cowboys' victory was the ninth straight for NFC teams over AFC teams in the Super Bowl.

Dallas 30, Buffalo 13

January 30, 1994
Georgia Dome, Atlanta, Georgia
Attendance: 72,817

Dallas	6	0	14	10	—30
Buffalo	3	10	0	0	—13

Emmitt Smith rushed for 132 yards and 2 second-half touchdowns to power the Cowboys to their second consecutive NFL title. By winning, Dallas joined San Francisco and Pittsburgh as the only franchises with four Super Bowl victories. The Bills extended a dubious string by losing in the Super Bowl for the fourth consecutive year. The Cowboys were forced to rally from a 13-6 halftime deficit. Just 55 seconds into the second half, Buffalo running back Thurman Thomas was stripped of the ball by Dallas defensive tackle Leon Lett. Safety James Washington recovered and weaved his way 46 yards for a touchdown to tie the game at 13-13. Smith, the game's most valuable player, then took over, scoring on a 15-yard run midway through the third quarter and a 1-yard run early in the fourth.

BOB ROSATO

An MVP performance by Emmitt Smith powered Dallas.

AL MESSERSCHMIDT

rush

"The truth is that at first it can get a little lonely. During the winter, we're usually at the boathouse about two hours before it gets light out.

"But there's this great team thing that you feel. And that's the funny part about rowing—I don't think there's any other sport where there's almost no way for someone to be the star. When we're in the water, our entire focus is the boat—we lose all sense of self—and we become this *thing* with eight oars. And when we get into perfect sync, there's nothing else like it. And we all know if someone's not pulling their share—you can just *feel* it—so we live by a funny kind of honor code where we're all going at one hundred percent all the time.

"No matter how hard anyone trains, we're only as good as all of us together. You learn a lot about trust that way.

"It will get really intense when we start to concentrate on making the National Team in '96. The whole selection process is pretty nerve-racking. The hardest part will be if someone from my boat gets chosen instead of me—but I guess I'd have to be happy for them. I don't really want to find out what that's like, though, so I just tell myself that I'm going to Atlanta—and I'm doing everything I have to do to get there."

Champion
Champion International Corporation
3
Official Sponsor
USRowing

© 1995 C.I.C. Photo: Brian Hill

At Champion International Corporation, we manufacture paper and wood products. We also admire the total commitment it takes to excel in this sport and are proud to be the official sponsor of the U.S. Rowing Team.

We Lead The League In

Based on systemwide flights and cities served by Delta and the Delta Connection.® Delta Connection flights operate with Delta flight numbers 3000-5999 and 7000-7999. ©1994 Delta Air Lines, Inc.

Touchdowns.

In fact, we make more than 4,900 of them every single day. In more than 300 of the world's busiest business centers.

That's one reason the National Football League picked us as its official airline. And why you might make us part of your air game, too.

For information or reservations, just call your Travel Agent or Delta Air Lines. We make touchdowns just about anywhere you'd like to make them.

DELTA AIR LINES

The Official Airline Of Super Bowl™ XXIX And The NFL™

Heineken

INDIVIDUAL RECORDS

SCORING

Most Points, Career
24 Franco Harris, Pittsburgh, 4 games (4-td)
Roger Craig, San Francisco, 3 games (4-td)
Jerry Rice, San Francisco, 2 games (4-td)
Thurman Thomas, Buffalo, 4 games (4-td)
22 Ray Wersching, San Francisco, 2 games (7-pat, 5-fg)

Most Points, Game
18 Roger Craig, San Francisco vs. Miami, XIX (3-td)
Jerry Rice, San Francisco vs. Denver, XXIV (3-td)
15 Don Chandler, Green Bay vs. Oakland, II (3-pat, 4-fg)

Most Touchdowns, Career
4 Franco Harris, Pittsburgh, 4 games (4-r)
Roger Craig, San Francisco, 3 games (2-r, 2-p)
Jerry Rice, San Francisco, 2 games (4-p)
Thurman Thomas, Buffalo, 4 games (4-r)
3 John Stallworth, Pittsburgh, 4 games (3-p)
Lynn Swann, Pittsburgh, 4 games (3-p)
Cliff Branch, Oakland-L.A. Raiders, 3 games (3-p)

Most Touchdowns, Game
3 Roger Craig, San Francisco vs. Miami, XIX (1-r, 2-p)
Jerry Rice, San Francisco vs. Denver, XXIV (3-p)
2 By many players

Most Field Goals, Career
5 Ray Wersching, San Francisco, 2 games (5 att)
4 Don Chandler, Green Bay, 2 games (4 att)
Jim Turner, N.Y. Jets-Denver, 2 games (6 att)
Uwe von Schamann, Miami, 2 games (4 att)

Most Field Goals, Game
4 Don Chandler, Green Bay vs. Oakland, II
Ray Wersching, San Francisco vs. Cincinnati, XVI
3 By seven players

Longest Field Goal
54 Steve Christie, Buffalo vs. Dallas, XXVIII
48 Jan Stenerud, Kansas City vs. Minnesota, IV
Rich Karlis, Denver vs. N.Y. Giants, XXI

RUSHING

Most Attempts, Career
101 Franco Harris, Pittsburgh, 4 games
64 John Riggins, Washington, 2 games

Most Attempts, Game
38 John Riggins, Washington vs. Miami, XVII
34 Franco Harris, Pittsburgh vs. Minnesota, IX

Most Yards Gained, Career
354 Franco Harris, Pittsburgh, 4 games
297 Larry Csonka, Miami, 3 games

Most Yards Gained, Game
204 Timmy Smith, Washington vs. Denver, XXII
191 Marcus Allen, L.A. Raiders vs. Washington, XVIII

Longest Run From Scrimmage
74 Marcus Allen, L.A. Raiders vs. Washington, XVIII (TD)
58 Tom Matte, Baltimore vs. N.Y. Jets, III
Timmy Smith, Washington vs. Denver, XXII (TD)

Most Touchdowns, Career
4 Franco Harris, Pittsburgh, 4 games
Thurman Thomas, Buffalo, 4 games
3 Emmitt Smith, Dallas, 2 games

Most Touchdowns, Game
2 By 10 players

PASSING

Most Passes Attempted, Career
145 Jim Kelly, Buffalo, 4 games
122 Joe Montana, San Francisco, 4 games

Most Passes Attempted, Game
58 Jim Kelly, Buffalo vs. Washington, XXVI
50 Dan Marino, Miami vs. San Francisco, XIX
Jim Kelly, Buffalo vs. Dallas, XXVIII

Most Passes Completed, Career
83 Joe Montana, San Francisco, 4 games
81 Jim Kelly, Buffalo, 4 games

Most Passes Completed, Game
31 Jim Kelly, Buffalo vs. Dallas, XXVIII
29 Dan Marino, Miami vs. San Francisco, XIX

Most Yards Gained, Career
1,142 Joe Montana, San Francisco, 4 games
932 Terry Bradshaw, Pittsburgh, 4 games

Most Yards Gained, Game
357 Joe Montana, San Francisco vs. Cincinnati, XXIII
340 Doug Williams, Washington vs. Denver, XXII

Longest Pass Completion
80 Jim Plunkett (to King), Oakland vs. Philadelphia, XV (TD)
Doug Williams (to Sanders), Washington vs. Denver, XXII (TD)
76 David Woodley (to Cefalo), Miami vs. Washington, XVII (TD)

Most Touchdown Passes, Career
11 Joe Montana, San Francisco, 4 games
9 Terry Bradshaw, Pittsburgh, 4 games

Most Touchdown Passes, Game
5 Joe Montana, San Francisco vs. Denver, XXIV
4 Terry Bradshaw, Pittsburgh vs. Dallas, XIII
Doug Williams, Washington vs. Denver, XXII
Troy Aikman, Dallas vs. Buffalo, XXVII

Most Attempts, Without Interception, Game
36 Joe Montana, San Francisco vs. Cincinnati, XXIII
35 Joe Montana, San Francisco vs. Miami, XIX

Most Passes Had Intercepted, Career
7 Craig Morton, Dallas-Denver, 2 games
Jim Kelly, Buffalo, 4 games
6 Fran Tarkenton, Minnesota, 3 games
John Elway, Denver, 3 games

Most Passes Had Intercepted, Game
4 Craig Morton, Denver vs. Dallas, XII
Jim Kelly, Buffalo vs. Washington, XXVI
3 By eight players

RECEPTIONS

Most Receptions, Career
27 Andre Reed, Buffalo, 4 games
20 Roger Craig, San Francisco, 3 games
Thurman Thomas, Buffalo, 4 games

Most Receptions, Game
11 Dan Ross, Cincinnati vs. San Francisco, XVI
Jerry Rice, San Francisco vs. Cincinnati, XXIII
10 Tony Nathan, Miami vs. San Francisco, XIX

Most Yards Gained, Career
364 Lynn Swann, Pittsburgh, 4 games
363 Jerry Rice, San Francisco, 2 games

Most Yards Gained, Game
215 Jerry Rice, San Francisco vs. Cincinnati, XXIII
193 Ricky Sanders, Washington vs. Denver, XXII

Longest Reception
80 Kenny King (from Plunkett), Oakland vs. Philadelphia, XV (TD)
Ricky Sanders (from Williams), Washington vs. Denver, XXII (TD)
76 Jimmy Cefalo (from Woodley), Miami vs. Washington, XVII (TD)

Most Touchdowns, Career
4 Jerry Rice, San Francisco, 2 games
3 John Stallworth, Pittsburgh, 4 games
Lynn Swann, Pittsburgh, 4 games
Cliff Branch, Oakland-L.A. Raiders, 3 games

Most Touchdowns, Game
3 Jerry Rice, San Francisco vs. Denver, XXIV
2 By eight players

INTERCEPTIONS BY

Most Interceptions By, Career
3 Chuck Howley, Dallas, 2 games
Rod Martin, Oakland-L.A. Raiders, 2 games
2 By nine players

Most Interceptions By, Game
3 Rod Martin, Oakland vs. Philadelphia, XV
2 By six players

Most Yards Gained, Career
75 Willie Brown, Oakland, 2 games
63 Chuck Howley, Dallas, 2 games
Jake Scott, Miami, 3 games

Most Yards Gained, Game
75 Willie Brown, Oakland vs. Minnesota, XI
63 Jake Scott, Miami vs. Washington, VII

Longest Return
75 Willie Brown, Oakland vs. Minnesota, XI (TD)
60 Herb Adderley, Green Bay vs. Oakland, II (TD)

Most Touchdowns, Game
1 Herb Adderley, Green Bay vs. Oakland, II
Willie Brown, Oakland vs. Minnesota, XI
Jack Squirek, L.A. Raiders vs. Washington, XVIII
Reggie Phillips, Chicago vs. New England, XX

PUNTING

Most Punts, Career
17 Mike Eischeid, Oakland-Minnesota, 3 games
15 Larry Seiple, Miami, 3 games
Mike Horan, Denver, 3 games

Most Punts, Game
9 Ron Widby, Dallas vs. Baltimore, V
7 By eight players

Longest Punt
63 Lee Johnson, Cincinnati vs. San Francisco, XXIII
62 Rich Camarillo, New England vs. Chicago, XX

Highest Average, Punting, Career (10 punts)
46.5 Jerrel Wilson, Kansas City, 2 games (11-511)
41.9 Ray Guy, Oakland-L.A. Raiders, 3 games (14-587)

Highest Average, Punting, Game (4 punts)
48.5 Jerrel Wilson, Kansas City vs. Minnesota, IV (4-194)
46.3 Jim Miller, San Francisco vs. Cincinnati, XVI (4-185)

PUNT RETURNS

Most Punt Returns, Career
6 Willie Wood, Green Bay, 2 games
Jake Scott, Miami, 3 games
Theo Bell, Pittsburgh, 2 games
Mike Nelms, Washington, 1 game
John Taylor, San Francisco, 2 games
5 Dana McLemore, San Francisco, 1 game

Most Punt Returns, Game
6 Mike Nelms, Washington vs. Miami, XVII
5 Willie Wood, Green Bay vs. Oakland, II
Dana McLemore, San Francisco vs. Miami, XIX

Most Fair Catches, Game
3 Ron Gardin, Baltimore vs. Dallas, V
Golden Richards, Dallas vs. Pittsburgh, X
Greg Pruitt, L.A. Raiders vs. Washington, XVIII
Al Edwards, Buffalo vs. N.Y. Giants, XXV
David Meggett, N.Y. Giants vs. Buffalo, XXV

Most Yards Gained, Career
94 John Taylor, San Francisco, 2 games
52 Mike Nelms, Washington, 1 game

Most Yards Gained, Game
56 John Taylor, San Francisco vs. Cincinnati, XXIII
52 Mike Nelms, Washington vs. Miami, XVII

Longest Return
45 John Taylor, San Francisco vs. Cincinnati, XXIII
34 Darrell Green, Washington vs. L.A. Raiders, XVIII

Highest Average, Career (4 returns)
15.7 John Taylor, San Francisco, 2 games (6-94)
10.8 Neal Colzie, Oakland, 1 game (4-43)

Highest Average, Game (3 returns)
18.7 John Taylor, San Francisco vs. Cincinnati, XXIII (3-56)
12.7 John Taylor, San Francisco vs. Denver, XXIV (3-38)

KICKOFF RETURNS

Most Kickoff Returns, Career
10 Ken Bell, Denver, 3 games
8 Larry Anderson, Pittsburgh, 2 games
Fulton Walker, Miami, 2 games

Most Kickoff Returns, Game
7 Stephen Starring, New England vs. Chicago, XX
6 Darren Carrington, Denver vs. San Francisco, XXIV

Most Yards Gained, Career
283 Fulton Walker, Miami, 2 games
207 Larry Anderson, Pittsburgh, 2 games

Most Yards Gained, Game
190 Fulton Walker, Miami vs. Washington, XVII
162 Larry Anderson, Pittsburgh vs. Los Angeles, XIV

Longest Return
98 Fulton Walker, Miami vs. Washington, XVII (TD)
93 Stanford Jennings, Cincinnati vs. San Francisco, XXIII (TD)

Highest Average, Career (4 returns)
35.4 Fulton Walker, Miami, 2 games (8-283)
25.9 Larry Anderson, Pittsburgh, 2 games (8-207)

Highest Average, Game (3 returns)
47.5 Fulton Walker, Miami vs. Washington, XVII (4-190)
32.4 Larry Anderson, Pittsburgh vs. Los Angeles, XIV (5-162)

IMPORTED BY VAN MUNCHING & CO., INC., NEW YORK, NY

If we were just any beer,
we'd probably need a pretty picture.

Just being the best is enough.

Super Bowl Then

Team Records

Scoring

Most Points, Game
55 San Francisco vs. Denver, XXIV
52 Dallas vs. Buffalo, XXVII

Fewest Points, Game
3 Miami vs. Dallas, VI
6 Minnesota vs. Pittsburgh, IX

Most Points, Both Teams, Game
69 Dallas (52) vs. Buffalo (17), XXVII
66 Pittsburgh (35) vs. Dallas (31), XIII

Fewest Points, Both Teams, Game
21 Washington (7) vs. Miami (14), VII
22 Minnesota (6) vs. Pittsburgh (16), IX

Largest Margin of Victory, Game
45 San Francisco vs. Denver, XXIV (55-10)
36 Chicago vs. New England, XX (46-10)

Most Points, Each Half
1st: 35 Washington vs. Denver, XXII
2nd: 30 New York Giants vs. Denver, XXI

Fewest Points, Both Teams, Each Half
1st: 2 Minnesota (0) vs. Pittsburgh (2), IX
2nd: 7 Miami (0) vs. Washington (7), VII
Denver (0) vs. Washington (7), XXII

First Downs

Most First Downs, Game
31 San Francisco vs. Miami, XIX
28 San Francisco vs. Denver, XXIV

Fewest First Downs, Game
9 Minnesota vs. Pittsburgh, IX
Miami vs. Washington, XVII
10 Dallas vs. Baltimore, V
Miami vs. Dallas, VI

Most First Downs, Both Teams, Game
50 San Francisco (31) vs. Miami (19), XIX
49 Buffalo (25) vs. Washington (24), XXVI

Fewest First Downs, Both Teams, Game
24 Dallas (10) vs. Baltimore (14), V
26 Minnesota (9) vs. Pittsburgh (17), IX

Total Yards

Most Yards Gained, Game
602 Washington vs. Denver, XXII
537 San Francisco vs. Miami, XIX

Fewest Yards Gained, Game
119 Minnesota vs. Pittsburgh, IX
123 New England vs. Chicago, XX

Most Yards Gained, Both Teams, Game
929 Washington (602) vs. Denver (327), XXII
851 San Francisco (537) vs. Miami (314), XIX

Fewest Yards Gained, Both Teams, Game
452 Minnesota (119) vs. Pittsburgh (333), IX
481 Washington (228) vs. Miami (253), VII
Denver (156) vs. Dallas (325), XII

Rushing

Most Attempts, Game
57 Pittsburgh vs. Minnesota, IX
53 Miami vs. Minnesota, VIII

Fewest Attempts, Game
9 Miami vs. San Francisco, XIX
11 New England vs. Chicago, XX

Most Attempts, Both Teams, Game
81 Washington (52) vs. Miami (29), XVII
78 Pittsburgh (57) vs. Minnesota (21), IX
Oakland (52) vs. Minnesota (26), XI

Fewest Attempts, Both Teams, Game
49 Miami (9) vs. San Francisco (40), XIX
53 Kansas City (19) vs. Green Bay (34), I

Most Yards Gained, Game
280 Washington vs. Denver, XXII
276 Washington vs. Miami, XVII

Fewest Yards Gained, Game
7 New England vs. Chicago, XX
17 Minnesota vs. Pittsburgh, IX

Most Yards Gained, Both Teams, Game
377 Washington (280) vs. Denver (97), XXII
372 Washington (276) vs. Miami (96), XVII

Fewest Yards Gained, Both Teams, Game
168 Buffalo (43) vs. Washington (125), XXVI
171 Baltimore (69) vs. Dallas (102), V

Passing

Most Passes Attempted, Game
59 Buffalo vs. Washington, XXVI
50 Miami vs. San Francisco, XIX
Buffalo vs. Dallas, XXVIII

Fewest Passes Attempted, Game
7 Miami vs. Minnesota, VIII
11 Miami vs. Washington, VII

Most Passes Attempted, Both Teams, Game
92 Buffalo (59) vs. Washington (33), XXVI
85 Miami (50) vs. San Francisco (35), XIX

Fewest Passes Attempted, Both Teams, Game
35 Miami (7) vs. Minnesota (28), VIII
39 Miami (11) vs. Washington (28), VII

Most Passes Completed, Game
31 Buffalo vs. Dallas, XXVIII
29 Miami vs. San Francisco, XIX
Buffalo vs. Washington, XXVI

Fewest Passes Completed, Game
4 Miami vs. Washington, XVII
6 Miami vs. Minnesota, VIII

Most Passes Completed, Both Teams, Game
53 Miami (29) vs. San Francisco (24), XIX
50 Buffalo (31) vs. Dallas (19) XXVIII

Fewest Passes Completed, Both Teams, Game
19 Miami (4) vs. Washington (15), XVII
20 Pittsburgh (9) vs. Minnesota (11), IX

Most Yards Gained, Game
341 San Francisco vs. Cincinnati, XXIII
326 San Francisco vs. Miami, XIX

Fewest Yards Gained, Game
35 Denver vs. Dallas, XII
63 Miami vs. Minnesota, VIII

Most Yards Gained, Both Teams, Game
615 San Francisco (326) vs. Miami (289), XIX
583 Denver (320) vs. New York Giants (263), XXI

Fewest Yards Gained, Both Teams, Game
156 Miami (69) vs. Washington (87), VII
186 Pittsburgh (84) vs. Minnesota (102), IX

Most Times Sacked, Game
7 Dallas vs. Pittsburgh, X
New England vs. Chicago, XX
6 Kansas City vs. Green Bay, I
Washington vs. Los Angeles Raiders, XVIII
Denver vs. San Francisco, XXIV

Career Passing Leaders
(Minimum 40 attempts)

Player, Team	Games	Att.	Comp.	Pct. Comp.	Yds.	Avg. Gain	TD	Pct. TD	Long	Int.	Pct. Int.	Rating Points
Joe Montana, San Francisco	4	122	83	68.0	1142	9.36	11	9.0	44	0	0.0	127.8
Jim Plunkett, Oakland-L.A.Raiders	2	46	29	63.0	433	9.41	4	8.7	80t	0	0.0	122.8
Troy Aikman, Dallas	2	57	41	72.0	480	8.42	4	7.0	45t	1	1.8	113.2
Terry Bradshaw, Pittsburgh	4	84	49	58.3	932	11.10	9	10.7	75t	4	4.8	112.8
Bart Starr, Green Bay	2	47	29	61.7	452	9.62	3	6.4	62t	1	2.1	106.0
Roger Staubach, Dallas	4	98	61	62.2	734	7.49	8	8.2	45t	4	4.1	95.4
Len Dawson, Kansas City	2	44	28	63.6	353	8.02	2	4.5	46t	2	4.5	84.8
Bob Griese, Miami	3	41	26	63.4	295	7.20	1	2.4	28t	2	4.9	72.7
Dan Marino, Miami	1	50	29	58.0	318	6.36	1	2.0	30	2	4.0	66.9
Jim Kelly, Buffalo	4	145	81	56.0	856	5.90	2	1.4	40	7	4.8	57.7
Joe Theismann, Washington	2	58	31	53.4	386	6.66	2	3.4	60	4	6.9	57.1
John Elway, Denver	3	101	46	45.5	669	6.62	2	1.9	56t	6	5.9	49.5
Fran Tarkenton, Minnesota	3	89	46	51.7	489	5.49	1	1.1	30	6	6.7	43.7

TONY TOMSIC

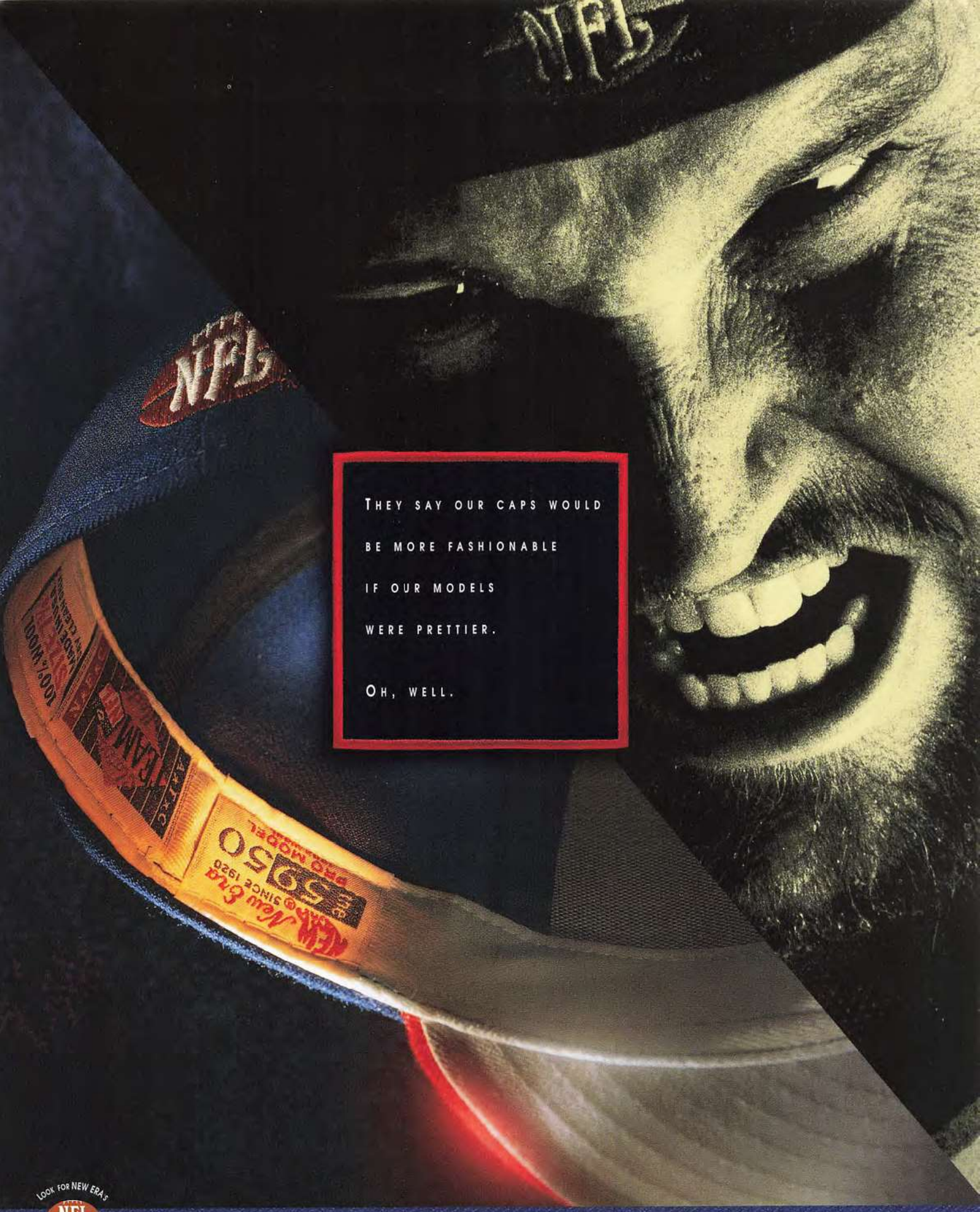
Buffalo wide receiver Andre Reed: a record 27 catches in four Super Bowls

Career Rushing Leaders

Player, Team	Games	Yards	Attempts	Avg.	Long	TD
Franco Harris, Pittsburgh	4	354	101	3.5	25	4
Larry Csonka, Miami	3	297	57	5.2	49	2
Emmitt Smith, Dallas	2	240	38	6.3	31t	4
John Riggins, Washington	2	230	64	3.6	43t	2
Timmy Smith, Washington	1	204	22	9.3	58t	2
Thurman Thomas, Buffalo	4	204	52	3.9	31t	4
Roger Craig, San Francisco	3	198	52	3.8	18	2
Marcus Allen, L.A. Raiders	1	191	20	9.6	74t	2
Tony Dorsett, Dallas	2	162	31	5.2	29	1
Mark van Eeghen, Oakland	2	148	36	4.1	11	0
Kenneth Davis, Buffalo	4	145	30	4.8	14	0
Rocky Bleier, Pittsburgh	4	144	44	3.3	18	0
Walt Garrison, Dallas	2	139	26	5.3	19	0

Career Receiving Leaders

Player, Team	Games	No.	Yards	Avg.	Long	TD
Andre Reed, Buffalo	4	27	323	12.0	40	0
Roger Craig, San Francisco	3	20	212	10.6	40	2
Thurman Thomas, Buffalo	4	20	144	7.2	24	0
Jerry Rice, San Francisco	2	18	363	20.2	44	4
Lynn Swann, Pittsburgh	4	16	364	22.8	64t	3
Chuck Foreman, Minnesota	3	15	139	9.3	26	0
Cliff Branch, Oakland-L.A. Raiders	3	14	181	12.9	50	3
Don Beebe, Buffalo	3	12	171	14.2	43	2
Preston Pearson, Balt.-Pitt.-Dall.	5	12	105	8.8	14	0
Jay Novacek, Dallas	2	12	98	8.2	25	2
Kenneth Davis, Buffalo	4	12	77	6.4	19	0
John Stallworth, Pittsburgh	4	11	268	24.4	75t	3
Michael Irvin, Dallas	2	11	180	16.4	25	2
Dan Ross, Cincinnati	1	11	104	9.5	16	2



LOOK FOR NEW ERA'S EXCLUSIVE TEAM NFL REAR LOGO

NEW ERA ISN'T LIKE THE CAP THE PROS WEAR.
IT IS THE CAP THE PROS WEAR.

FOR RETAIL INFORMATION CALL 800.989.0445

NEW ERA
The Cap the Pros Wear.
the 5950
QUALITY SINCE 1920

The only Super Bowl™ souvenir that comes with a two-minute warning.

This officially licensed, limited edition collectible from GTE lets you call long distance anytime from anywhere, because you pay for talk time up front. So there's no fumbling for change. No collect calls. No bills to pay later. And each time you use your Super Bowl XXIX™ prepaid calling card, you hear the stats on the time remaining and get a warning when it's almost gone. Good for 29 minutes of U.S. long distance calling, this card is only $17.11 plus shipping and handling. Supplies are limited and going fast (don't say we didn't warn you), so call toll-free and order right away.

We also have cards for every NFL™ franchise, including the new expansion teams. Call for details.

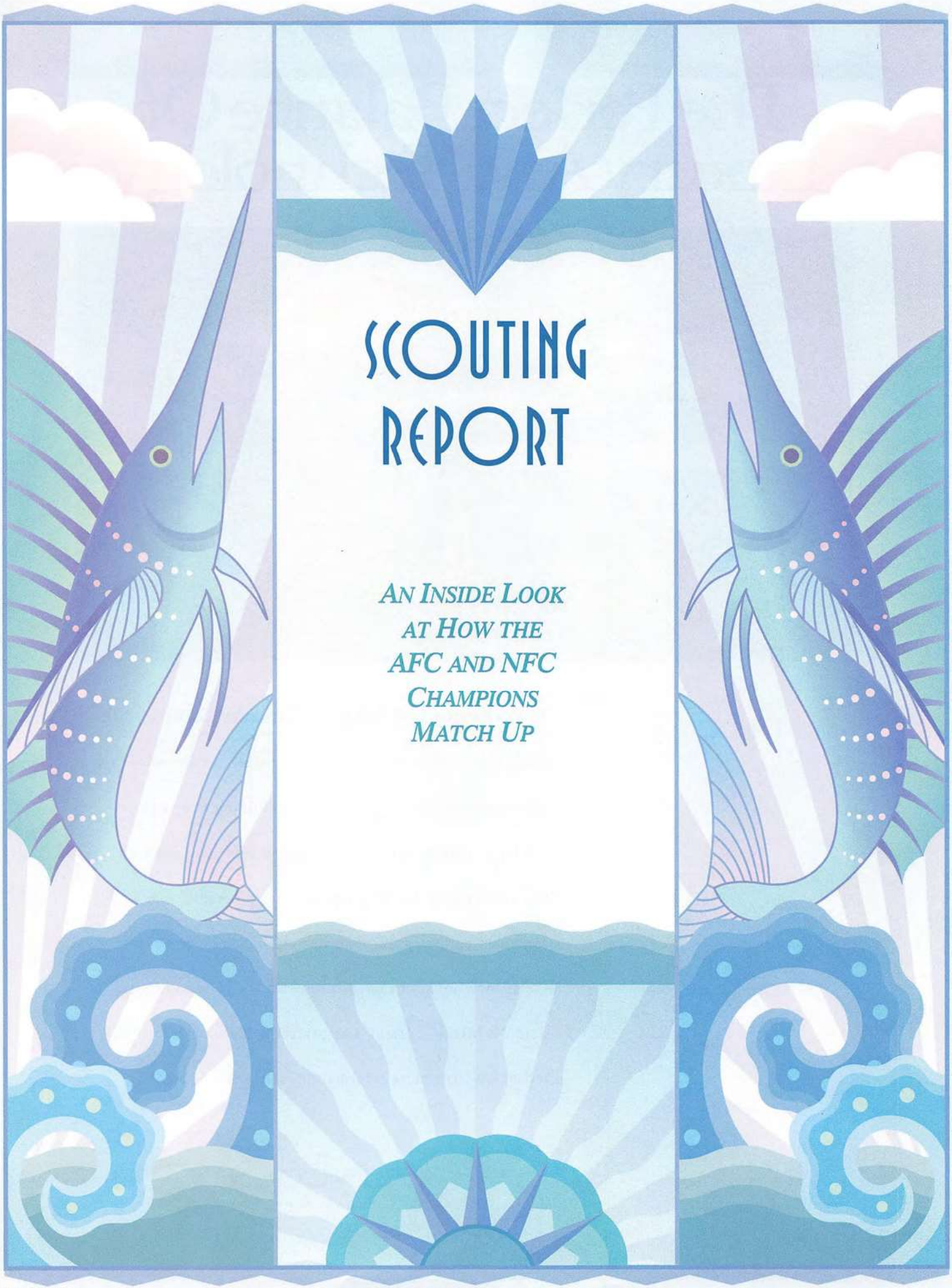
1·800·GTE·3804, Ext. 29

GTE

It's amazing what we can do together.™

NFL and Super Bowl XXIX are trademarks of NFL Properties, Inc.

Orders limited to 500 cards per customer.



SCOUTING REPORT

An Inside Look at How the AFC and NFC Champions Match Up

Shan Ogdemili

The Perfect Balance Of Luxury And Technology.

Introducing The All-New Lincoln Continental.

Designing a sedan with every conceivable luxury would have been quite an accomplishment. Building a car with the latest technological innovations would have been no less challenging. But creating the one automobile that combined both was the ultimate achievement. Introducing the all-new Lincoln Continental with its 32-valve, Four-Cam V-8 InTech™ System. The perfect balance of luxury and technology. For more information, call 1 800 446-8888.

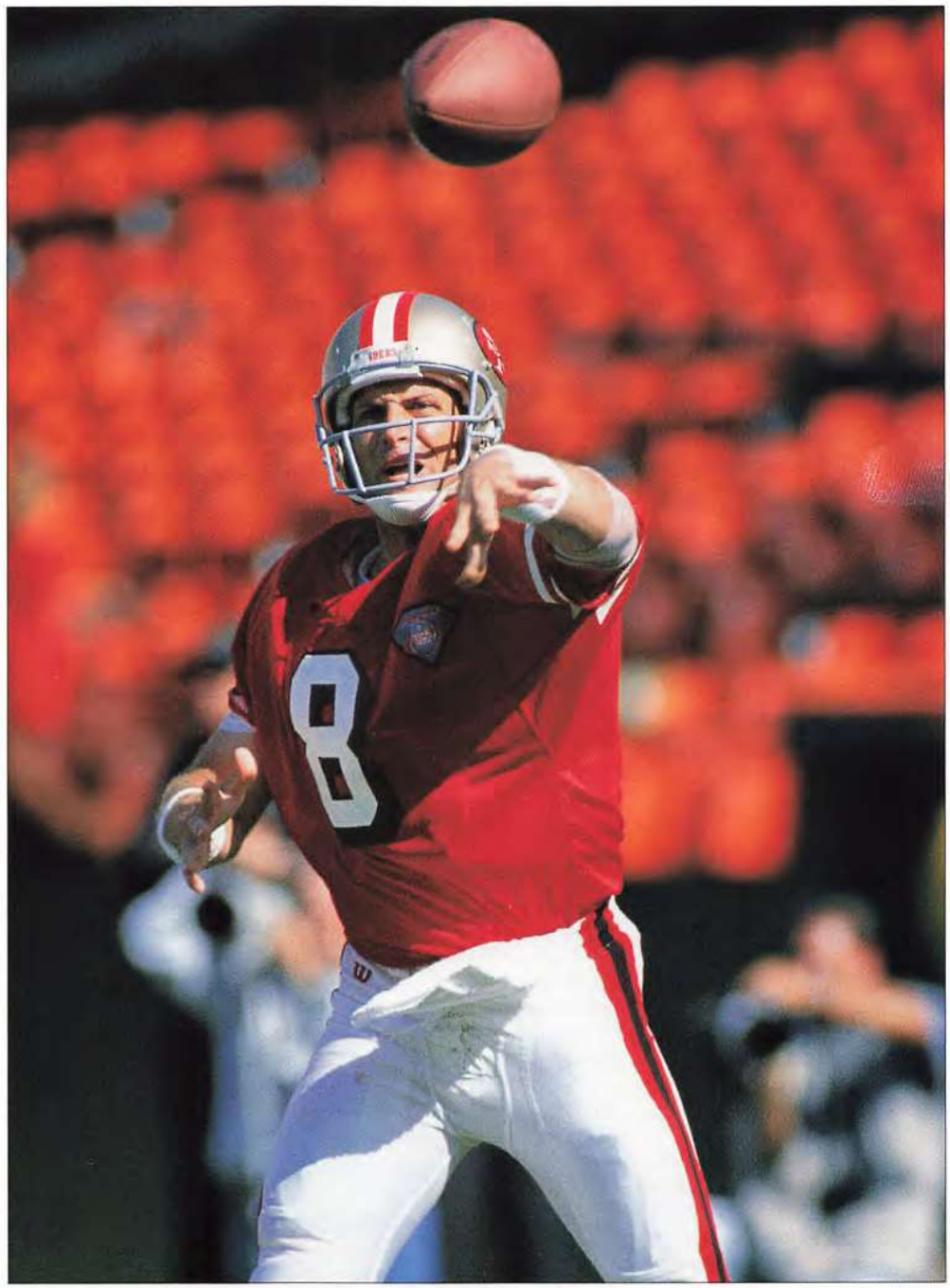
LINCOLN

What A Luxury Car Should Be

Ford LINCOLN-MERCURY DIVISION

SCOUTING REPORT

SAN FRANCISCO 49ERS



THEARON HENDERSON

The 49ers clearly are Steve Young's team now, and the veteran quarterback led his team to the Super Bowl with a record-breaking season.

There are some who would tell you that the ghosts of Joe Montana and Bill Walsh will not be exorcised until the San Francisco 49ers win another Super Bowl.

Don't believe them.

The 49ers left those ghosts behind two weeks ago on the soggy turf of Candlestick Park.

Anyone who saw Steve Young take a memorable victory lap around the field after the 49ers' 38-28 victory over Dallas in the NFC Championship Game...

Anyone who saw stoic George Seifert smile and say it was the highlight of his career...

Anyone who saw Carmen Policy beam with all the pride of a proud parent...

Anyone who saw them knew it was over, finished, done. No longer did Young and Seifert and Policy have to live in a shadowland of memories, of fans who started conversations about the team's successes with, *"Yeah, but..."*

Joe Montana won four Super Bowls. Bill Walsh coached three of those teams. The fourth belonged to Seifert, who won in his first year (1989) after succeeding Walsh. *"Yeah, but that was really Walsh's team..."*

No, on January 15, 1995, the 49ers belonged once and for all to the firm of Young, Seifert, and Policy...and will forevermore. Or at least until the Bay Area's next would-be dynasty comes along.

The real turning point in the turnaround of the 49ers of the 1990s may have come last October 2, ironically with the most lopsided loss of the team's modern era. The then-soaring Philadelphia Eagles demolished the 49ers 40-8 in Candlestick Park. Young was benched with the game out of reach, and he showed uncharacteristic emotion when he was yanked. In the week that followed there were rumors that Jimmy Johnson would be the team's next coach.

On that day nearly four months ago in Candlestick, Young discovered resolve, and Seifert turned his back on the past.

Ten games later, the team

that had been 3-2 was 13-2. In those 10 games, the 49ers outscored their opponents by an astonishing average score of 36.4-16.5. The ninth of those 10 victories, on December 11 in San Diego, was a 38-15 thrashing of the Chargers.

They finished the season with a 21-14 loss in Minnesota, but they treated the meaningless game (for them) as if it was August, not December.

Motivated once again on the crisis afternoons of the NFC playoffs, they ousted the Bears and the two-time defending Super Bowl champion Cowboys by a combined 82-43 score.

Which brings us back to those ghosts...

Joe Montana, who finished his second season with Kansas City this year after 14 with the 49ers, will be elected to the Pro Football Hall of Fame about 10 seconds after he is eligible. Bill Walsh, who coached the team from 1979-1988, is there already, honored in 1993.

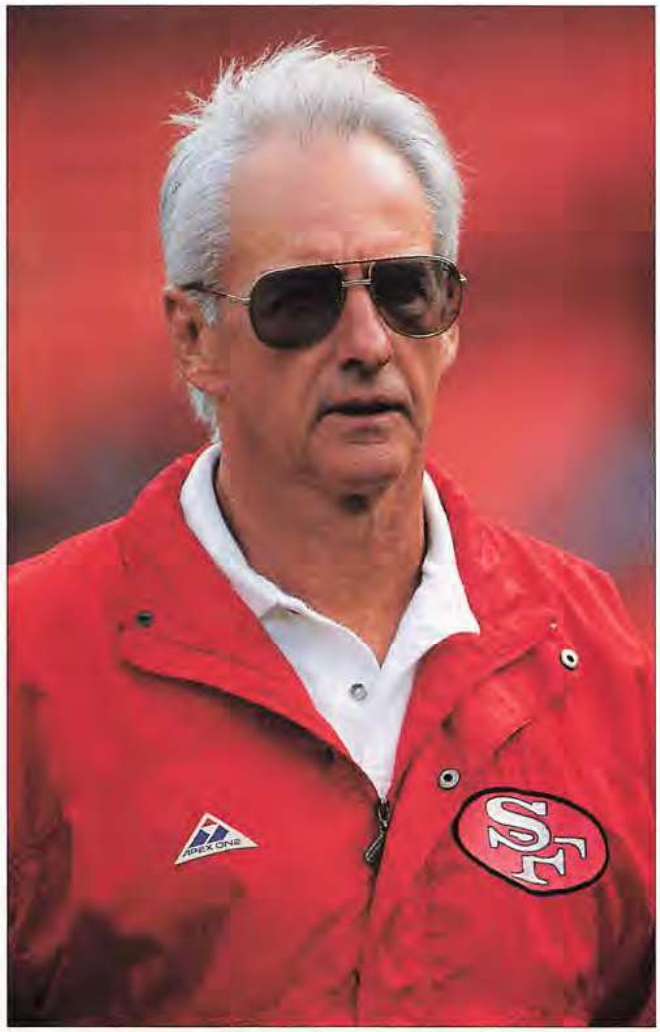
Who is to say that the same status might not be waiting for Young and Seifert?

Consider the following about Young:

- His passer rating of 112.8 in 1994 was the highest ever.
- The phenomenal season raised his career rating to 96.8, replacing Montana in the number-one spot.
- He has led the league in passing four years in a row (no one ever had done it more than twice), all with ratings of more than 100.
- In the 75-year history of the NFL, quarterbacks have had a total of only 20 100-plus years. Only three men have done it more than once. Bart Starr had two. Montana has three. Young now is one better.
- The man who graduated from law school in the previous offseason also may be his position's best threat as a runner (his career average is more than 6 yards per carry).

Consider the following about Seifert:

- In six years as 49ers coach, he has a winning percentage of .776 (83-24). In nine years as San Francisco coach, Walsh had a .617 percentage (102-63-1); in his *first* six years, Walsh was 56-41 (.577).



George Seifert won 50 games faster than any other head coach in NFL history. His career record is 83-24, a .776 winning percentage.

- Seifert reached the 50-victory level in 1992 and the 75-victory level in 1994 faster than any other coach in NFL history (bettering Hall of Fame member Paul Brown at both milestones).
- Not only is Seifert's .776 winning percentage more than 100 points higher than any other active coach (Miami's Don Shula is second at .670), but it is best among all coaches in NFL history with 100 games. Vince Lombardi is second at .740.

Earlier, we mentioned the firm of Young, Seifert, and Policy. A few words about the relatively silent partner.

Carmen Policy is the president of the 49ers and the strong right arm of Edward DeBartolo, Jr., the owner who truly is commited to excellence.

Policy was general counsel and vice president of the club (Seifert is the only non-attorney in the 49ers' "firm") from 1983-1990. DeBartolo made Policy the team's president in 1991, in what might have been the start of rebuilding years with an aging team (Montana, Roger Craig, Ronnie Lott, *et al*).

The 49ers have won 51 of 70 games in the Age of Policy, and the job he did in upgrading the reconstruction of the team this year must rank as one of the greatest turnarounds of an already successful club in history.

The team that lost to Dallas in the 1993 NFC Championship Game had nine new starters in 1994, three on offense and six on defense. Six were free agents (superstar cornerback Deion Sanders; defensive end Rickey Jackson; and linebackers Ken Norton, and Gary Plummer; guard Derrick Deese; and center Bart Oates) and three were draft choices (defensive tackle Bryant Young, running back William Floyd, and linebacker Lee Woodall).

And, despite the constant obstacle of the salary cap, Policy also managed to add four other contributing veterans, defensive ends Tim Harris, Richard Dent, and Charles Mann, and cornerback Toi Cook. All in all, it was an amazing display of front-office prescience.

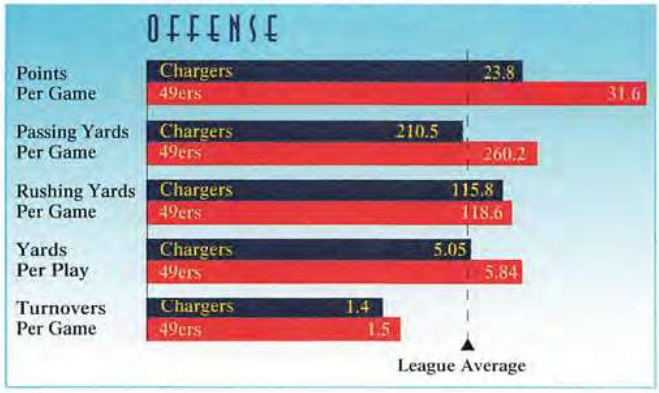
The cast of new characters joined old reliables Young, Jerry Rice, John Taylor, Brent Jones, and others, to make the 49ers into a truly formidable force. There are no ghosts in this machine...only living, breathing supermen.

MICHAEL ZAGARIS

SEASON AT A GLANCE

San Francisco 49ers (13-3)

W 44-14	L.A. Raiders
L 17-24	at Kansas City
W 34-19	at L.A. Rams
W 24-13	New Orleans
L 8-40	Philadelphia
W 27-21	at Detroit
W 42-3	at Atlanta
W 41-16	Tampa Bay
W 37-22	at Washington
W 21-14	Dallas
W 31-27	L.A. Rams
W 35-14	at New Orleans
W 50-14	Atlanta
W 38-15	at San Diego
W 42-19	Denver
L 14-21	at Minnesota
Playoffs	
W 44-15	Chicago
W 38-28	Dallas



PRESENTING THE MOST IMPORTANT COLOR IN COLOR TV. BLACK.

Panasonic SuperFlat™ System Television. Everything's advanced, even the glass we use for the screen. PanaBlack™ Glass.

Imagine thousands of beams of pure color radiating out of pitch black. The black makes the color seem bright, intense, producing images of startling clarity. That's the effect created by the improved phosphors and PanaBlack Glass in the SuperFlat™ System TV.

SUPERFLAT™ SYSTEM TV

Tucked behind this high resolution picture tube is the Dome Sound System. You won't see its high-fidelity speakers, but you will feel their power.

And to make controlling all this technology simple there's the Easicon™ Menu System. It combines an advanced remote with icon menu screens. Either your next TV is this advanced...or take your chances.

TV Picture Simulated.

Proud Sponsor 1996 U.S. Olympic Team
36 USC 380

USA

Panasonic®
just slightly ahead of our time.®

on their
Chase
Relationship
Manager
to help
drive
their
success.

CHASE believes middle market companies shouldn't have to call ten people to get answers. That's why at Chase, you have a Relationship Manager. One person who is accountable for coordinating Chase's full range of resources to meet your financial needs. One person who is trained to understand every detail of your business.

That's why Chase Relationship Manager Mike DeVoria always comes up with fitting solutions for Monro Muffler. Recently, it was a $20 million credit facility to finance mortgages, a working capital line for inventory, a Standby Letter of Credit and Cash Management Services.

To meet with a Chase Relationship Manager, call one of the following Middle Market Managers:

Manhattan: Don Gibson at (212) 391-6167

Long Island: Jack Leahy at (516) 753-9614

Brooklyn/Queens/Staten Island:
Leonard Walker at (718) 797-5905

Westchester/Bronx/Dutchess/Putnam/Rockland:
Sudheer Desai at (914) 328-8140

Upstate New York: Bob Ryan at (716) 258-7384

New England: Gerry Daniello at (203) 382-6403

New Jersey/Eastern Pennsylvania:
Ed Starace at (201) 393-7222.

CHASE MANHATTAN.
PROFIT FROM THE EXPERIENCE.®

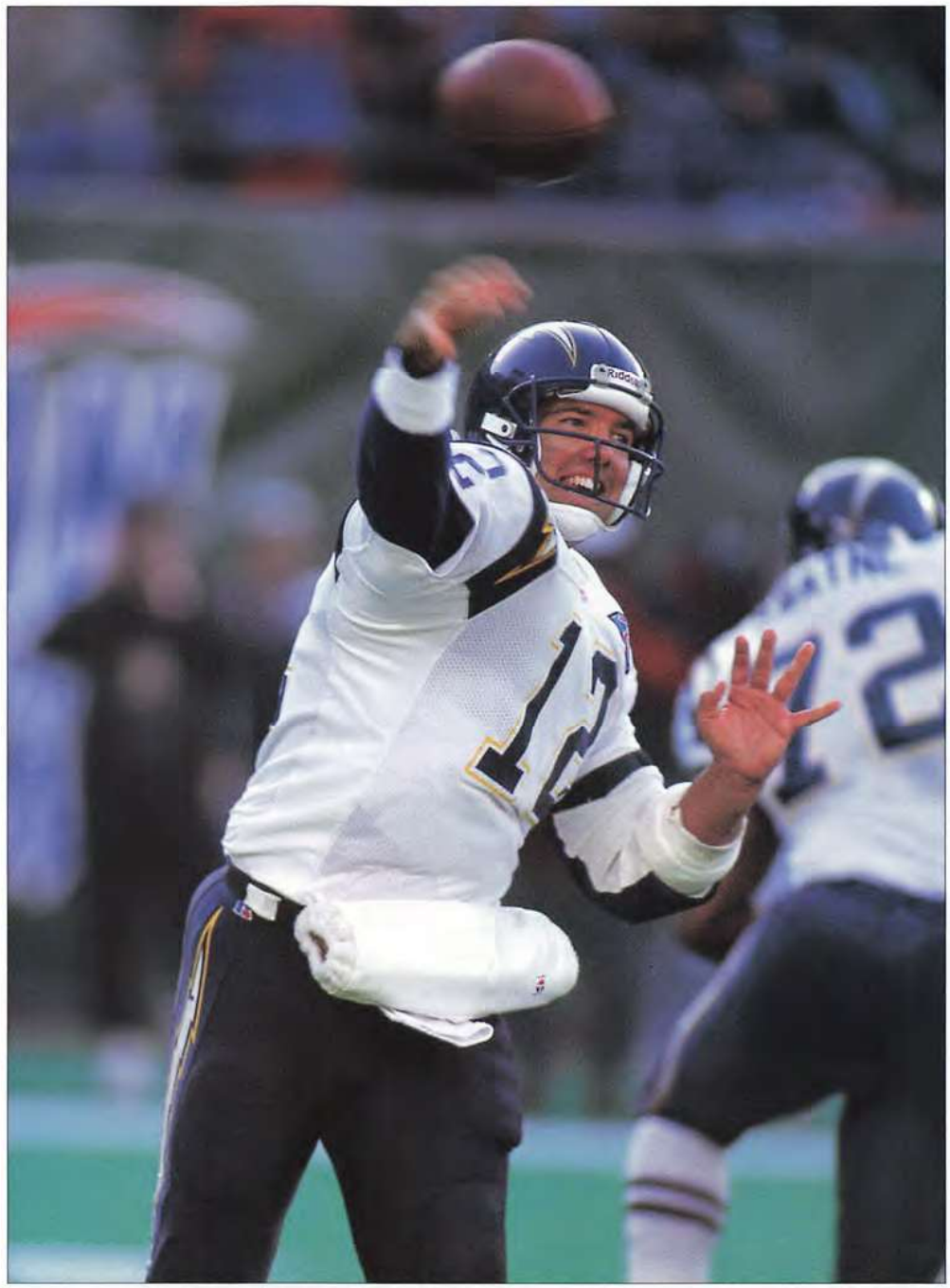
OPERATING ACCOUNTS • CASH MANAGEMENT • TRADE • LOANS & LINES OF CREDIT
INVESTMENTS • PERSONAL & PRIVATE BANKING • CORPORATE FINANCE

© 1994 The Chase Manhattan Bank, N.A. Member FDIC. Equal Opportunity Lender.

Equal Housing Lender

SCOUTING REPORT

SAN DIEGO CHARGERS



JIM TURNER

Stan Humphries has led San Diego to two division titles and posted a 29-11 record as a starter since joining the Chargers in 1992.

If you liked the story of Cinderella, you will fall in love with the San Diego Chargers. They arrive at Super Bowl XXIX with a storybook message: Fairy tales can come true.

No one, not even head coach Bobby Ross, who's never seen a glass that wasn't half full, could have expected to transform the 8-8 Chargers of 1993 into contenders for this season's Super Bowl.

The defense was too porous, quarterback Stan Humphries was too brittle, and the competition within the division was too tough. The Chargers weren't even supposed to win the AFC West, never mind this Super Bowl stuff.

But in a season of many good bounces—they got a last-minute victory at Denver when the ball slipped from John Elway's hands...and another at Kansas City when the Chiefs couldn't get their kicking team on the field in time—the Chargers managed to put together an unlikely 11-5 season.

Four of their regular-season victories came by three points or fewer, but those were nothing compared to the two playoff triumphs that earned them a trip to Miami.

The Chargers spotted the Miami Dolphins a 21-6 lead, waited until the game's final 35 seconds to take their only lead, then held their breath as the Dolphins' 48-yard field-goal attempt sailed wide in a 22-21 victory. In the AFC Championship Game against Pittsburgh, the Chargers were outgained by 189 yards and were trailing by 10 points in the second half before they rode a pair of 43-yard touchdown passes to a 17-13 victory. Now, as they prepare for the first Super Bowl appearance in the franchise's 35-year history, the Chargers' biggest fear is that someone will pinch them and wake them.

But there is more to San Diego than good fortune and uncanny timing. The AFC's fourth-best rushing attack and its sixth-best overall defense have been the bedrocks upon which Ross—33-19 in his three years in San Diego since arriving from Georgia Tech—has

constructed a team that is seldom out of any game. Of their five losses in 1994, only a 38-15 defeat to—ahem!—San Francisco came by more than 7 points.

A large measure of credit belongs to general manager Bobby Beathard, who assembled Super Bowl rosters for the Washington Redskins before coming to San Diego in 1990. There is more than a passing similarity between this bunch of Chargers and his old bunch of Hogs, who relied on a pounding, muscular running game to soften up defenses for a deadly arsenal of play-action bombs.

Running back Natrone Means, the NFL's fourth-leading rusher with 1,350 yards, is the 245-pound bulldozer who wears down defenders. Running from a two-tight-end formation, he seldom is at a loss for escorts. When Means arrives at cruising speed he resembles a runaway truck.

If Means is the Chargers' meat and potatoes—he carried on 343 of their 482 rushing attempts—he is not their only dimension. Of their 40 touchdowns during the regular season, 13 came from at least 40 yards. Included was a 99-yard reception, a 99-yard interception return, and a 90-yard kickoff return.

The Chargers can light up the scoreboard in a variety of surprising ways, and maybe the most surprising of all their weapons is quarterback Stan Humphries.

Acquired in 1992 from the Redskins, for whom he spent three seasons carrying a clipboard behind Mark Rypien, Humphries has developed into an exciting, if sometimes unpredictable, leader in San Diego.

Chargers fans feared that the offseason free-agent loss of wide receiver Anthony Miller might put a severe crimp in the passing game, but Miller's departure hardly has been noticed. Mark Seay, in his first year as a starter, has turned into a reliable possession receiver, with 58 catches worth 645 yards. Tony Martin, acquired in March in a trade with Miami, is a bona fide deep threat with whom the 49ers already are familiar. Of his 50 receptions for 885 yards, he had 9 worth 172 yards in the December 11 game against San Francisco.

Bobby Ross hopes to join Jimmy Johnson as the only coaches to win a collegiate national championship and a Super Bowl title.

Nearly forgotten as a receiving threat until his hair-raising 43-yard touchdown against Pittsburgh was tight end Alfred Pupunu, who at 6 feet 2 inches and 265 pounds more nearly resembles a pulling guard than a receiver. If the 49ers' veteran secondary manages to shut down the wide receivers, Humphries may need to look for Pupunu.

Offensive coordinator Ralph Friedgen, whose name isn't exactly a household word even in pro football circles, is the daring strategist behind the Chargers' play-calling. He showed his willingness to take risks with bombs-away play-calling in the AFC Championship Game.

But the man of the hour for the Chargers as they face the 49ers is the coordinator on the other side of the ball. His name: Bill Arnsparger. His title: defensive mastermind.

Every coach who has uttered a cliche can trace Arnsparger's roots. This is his twenty-third NFL season. Among other accomplishments, he was the architect of the legendary "No-Name Defense" that helped the Miami Dolphins to the only unbeaten, untied season in NFL history in 1972.

Arnsparger's scheming against Pittsburgh, featuring an overloaded defensive front, forced the Steelers to abandon the NFL's top-ranked running game in the AFC Championship Game.

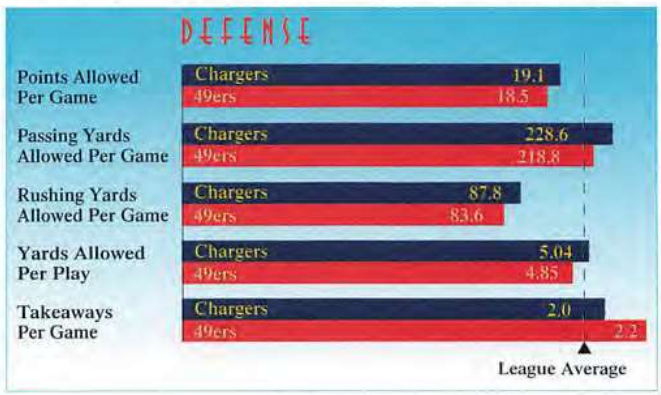
But can even Arnsparger slow the 49ers?

The Chargers' defensive strengths are a muscular front four that features sack leader Leslie O'Neal, and athletic linebackers led by perennial all-pro Junior Seau. The weakness is a secondary that allowed opponents to complete 63 percent of their passes for a troubling 20 touchdowns.

In the fifteenth week of the season, in his only exposure to this defense, 49ers quarterback Steve Young completed 25 of 32 passes for 304 yards.

The Chargers probably will play zone coverage with as many disguises as possible. They will try to minimize the big plays and pressure the passer.

They'll hope for a turnover. They'll look for a good bounce. The Chargers are believers. Fairy tales *can* come true.

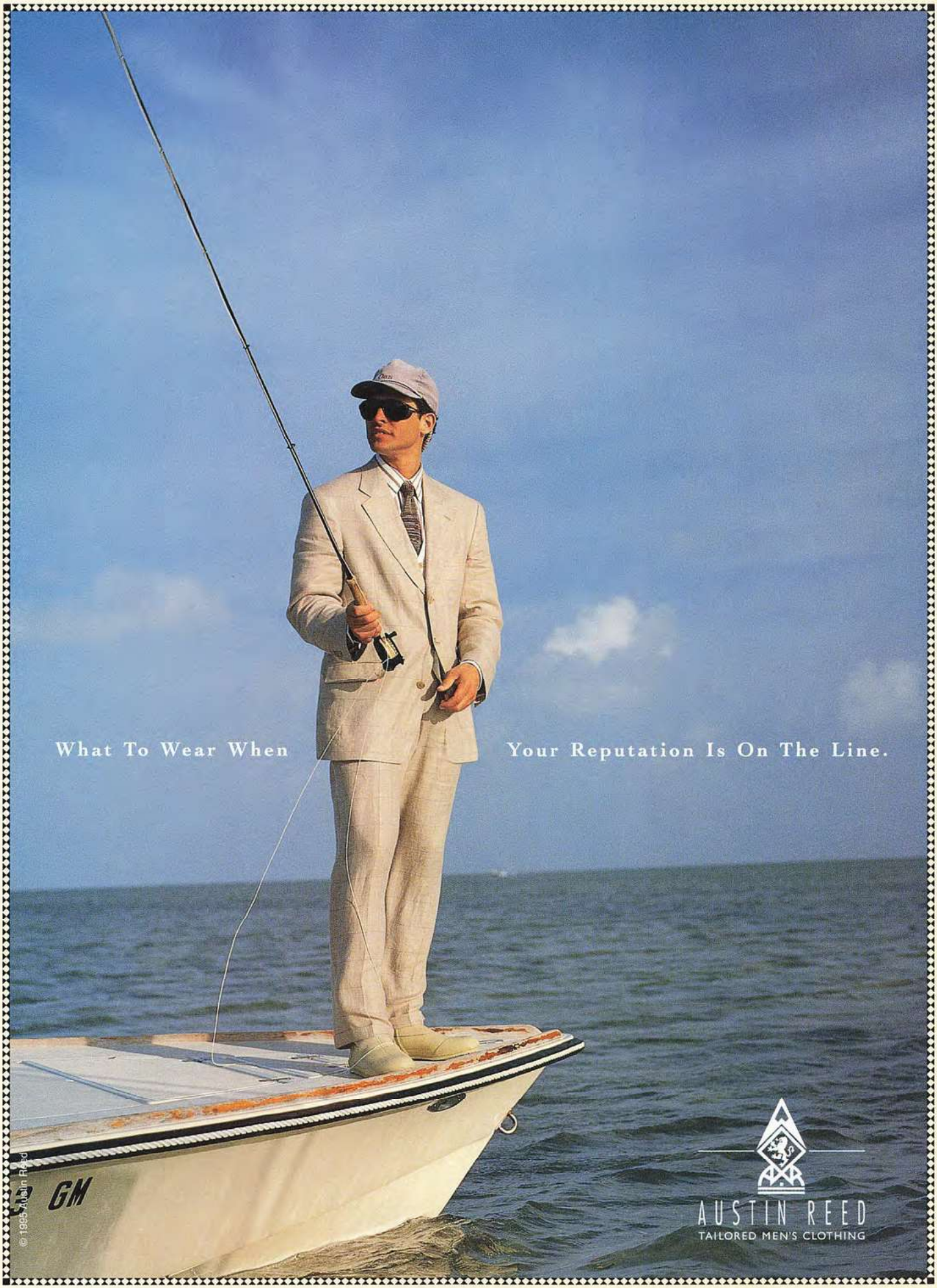


SEASON AT A GLANCE

San Diego Chargers (11-5)

W 37-34	at Denver
W 27-10	Cincinnati
W 24-10	at Seattle
W 26-24	at L.A. Raiders
W 20-6	Kansas City
W 36-22	at New Orleans
L 15-20	Denver
W 35-15	Seattle
L 9-10	at Atlanta
W 14-13	at Kansas City
L 17-23	at New England
W 31-17	L.A. Rams
L 17-24	L.A. Raiders
L 15-38	San Francisco
W 21-6	at N.Y. Jets
W 37-34	Pittsburgh
Playoffs	
W 22-21	Miami
W 17-13	at Pittsburgh

JOEL ZWINK


What To Wear When
Your Reputation Is On The Line.
GM
AUSTIN REED
TAILORED MEN'S CLOTHING
© 1995 Austin Reed

Bulova.
Share The Glory.
Wear The Watch.

Be a part of the action. Show your support for your favorite team. Wear their colors on a Bulova Sportstime watch. Bold...elegant...quartz accurate... the ultimate timepiece for the ultimate fan...or choose one of the many sport models from the Accutron, Bulova or Caravelle collections.

Bulova Sportstime watches and clocks are available at Bulova retailers everywhere, including: The Best of Times · JCPenney · Pro Image Stores

Team NFL

SUPER BOWL XXIX

BULOVA
Sportstime™

BULOVA CORPORATION
One Bulova Avenue, Woodside, NY 11377
718-204-3300

SCOUTING REPORT

PASSING

To Be Young, Gifted, and Clearly the Man in Control: 49ers Soar Behind the Strong Left Arm of Their Leader

KEVIN TERRELL

The 49ers boast a bevy of capable pass catchers, most notably the incomparable Jerry Rice.

It is a debate that has raged since the beginning of time—or at least since 1981, which is when 49ers fans mark the start of modern history.

In that season, quarterback Joe Montana, under the tutelage of head coach Bill Walsh, guided San Francisco to the first of four Super Bowl victories in nine seasons.

Today, the names have changed but the question remains the same: Do the players make the system, or does the system make the players?

Such chicken-egg deliberations may make for lively debate around the television, but no answer can erode the fact that the current version of the 49ers features one of the most potent passing attacks in NFL history. San Francisco averaged 260.2 passing yards per game in 1994. That helped the 49ers to a club-record 505 points.

RECEIVING

	No.	Yards	Avg.	Long	TD
Rice	112	1,499	13.4	69*t*	13
Watters	66	719	10.9	65*t*	5
Jones	49	670	13.7	69*t*	9
Taylor	41	531	13.0	35	5
Singleton	21	294	14.0	43*t*	2
Floyd	19	145	7.6	15	0
Logan	16	97	6.1	15	1
Popson	13	141	10.8	24	0
McCaffrey	11	131	11.9	32	2
Carter	7	99	14.1	44	0
Loville	2	26	13.0	19	0
Carolan	2	10	5.0	6	0

t—touchdown

It was a watershed season for quarterback Steve Young: an NFL-record completion percentage of 70.3, 3,969 yards, 35 touchdown passes, and only 10 interceptions. All of those numbers translated to a passer rating of 112.8, statistically the best season ever by a quarterback. Young led the league in passing for the fourth consecutive year. No one—not Baugh, not Unitas, not Graham, not even Montana—ever did it more than two straight seasons.

Beyond the numbers, however, lies an intangible: In 1994, the 49ers clearly became Young's team. An emotional outburst during an early-season drubbing at the hands of the Eagles may have been the catalyst, but whatever the reason, Young appears ready for an attempt at clearing the last hurdle in his pursuit of Montana by winning a Super Bowl.

If he does it, of course, he'll have lots of help. Incomparable Jerry Rice caught 112 passes for 1,499 yards and 13 touchdowns in 1994. If possible, the NFL's career touchdown leader seems to take his game up a notch in the postseason. He has caught more passes for more yards in the postseason than any other player in NFL history.

John Taylor, Rice's complement at wide receiver, was hobbled by knee and ankle injuries that limited him to only 41 catches during the regular season. But he has appeared healthy in the postseason, and was a major factor in San Francisco's victories over the Bears and Cowboys.

Brent Jones led all NFC tight ends with 49 receptions in 1994, and running back Ricky Watters, more involved than ever in the passing game, caught a career-high 66 passes.

KEY FACTS

- Steve Young is the NFL's all-time leading passer with a career rating of 96.8.
- Jerry Rice's numbers in two Super Bowls: 18 receptions, 363 yards, 20.2-yard average, 4 touchdowns, and one MVP award (for Super Bowl XXIII).
- The 49ers led the NFC in passing yards for the fifth consecutive season in 1994.
- Ricky Watters's 66 catches were the most by a 49ers' back since Roger Craig had 76 in 1988. Watters ranked second on the 49ers but his total would have led seven other NFL teams, including San Diego.

If the 49ers are to win today, they figure to do it on the strength of this passing offense. But don't expect to see many new wrinkles against the Chargers. The 49ers' scheme is effective, but simple. In essence, they'll tell San Diego, "You know what we can do, see if you can stop it."

In San Francisco's 38-15 rout in December, the Chargers couldn't stop it.

Then again, since 1981, not many others have, either.

PASSING

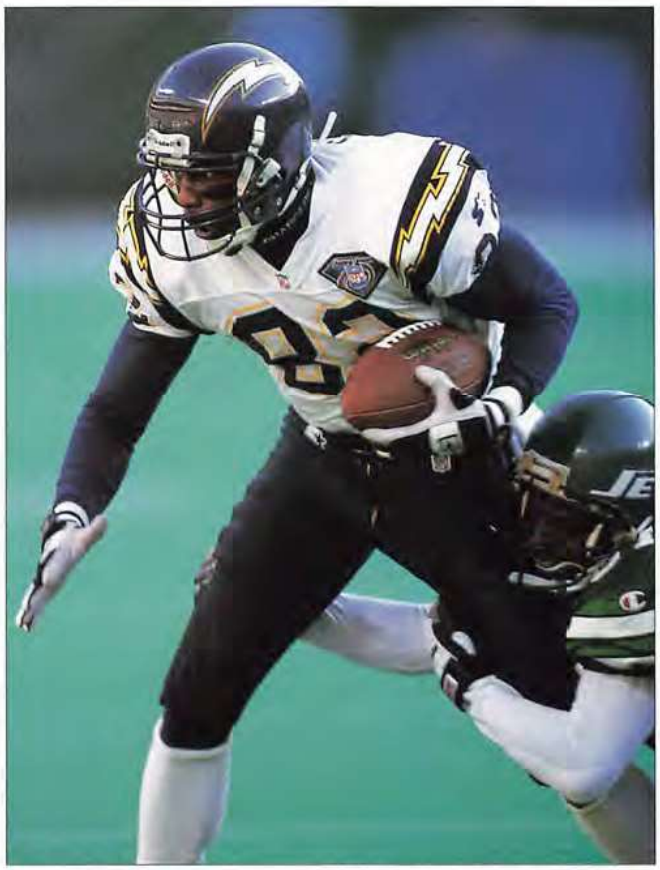
	Att.	Comp.	Pct.	Yards	Avg. Gain	TD	Pct. TD	Int.	Pct. Int.	Long	Sacks/Yards	Rating
S. Young	461	324	70.3	3,969	8.61	35	7.6	10	2.2	69*t*	31/163	112.8
Grbac	50	35	70.0	393	7.86	2	4.0	1	2.0	42	4/36	98.2

t—touchdown

SCOUTING REPORT

PASSING

San Diego's Passing Attack, Like Its Quarterback, Is a Rare Combination of Dogged Determination and Explosiveness



JIM TURNER

Mark Seay tied for the Chargers' lead with 58 receptions in 1994, his first full season as an NFL starter.

Quarterback Stan Humphries and wide receivers Mark Seay and Tony Martin are, each in his own way, a reflection of the Chargers' passing attack.

Humphries is a strong-armed gambler. He sometimes forces the ball unnecessarily, because he's not afraid to take a risk or a hit to complete a pass. He's also doggedly tough—a throwback who may run out of time, but never out of fight, as he demonstrated in San Diego's back-to-back, come-from-behind postseason victories over Miami and Pittsburgh.

The offensive line, led by center Courtney Hall, protects Humphries well. It allowed 29 sacks this season (twelfth in the NFL), which speaks volumes because Humphries loves to throw long.

Favorite target Seay is not big or exceptionally fast, but he always seems to find a way to get open and make the big catch. The Dolphins were burned by Seay's game-winning touchdown catch in the AFC Divisional Playoff Game. Seay tied for the team lead in receiving in 1994, making 58 catches for 645 yards and 6 touchdowns.

Martin, like San Diego's offense, was erratic through much of the season. He then caught fire in the last four games of the season, making 21 receptions for 408 yards and 4 touchdowns to finish third on the team with 50 catches for 885 yards (a 17.7-yard average) and 7 touchdowns. In the Chargers' two postseason victories, he had 6 catches—5 against Miami and the one that counted most against Pittsburgh, for a 43-yard late-fourth-quarter score.

Shawn Jefferson, the other wide receiver in San Diego's oft-used three-wide receiver set, caught 43 passes for 627 yards and 3 touchdowns.

The Chargers launch another trio of receiving weapons out of their backfield.

Ronnie Harmon is the premier receiver among NFL running backs over the past three years. He tied Seay for the team lead in 1994 with 58 catches; 36 of Harmon's receptions gained first downs.

Powerhouse runner Natrone Means (39 catches for 235 yards) also is a nifty receiver. The Chargers try to get him the ball on swing or screen passes, when, with blockers and a full head of steam, he is most dangerous.

Alfred Pupunu, a tight end who works primarily as an H-back out of the backfield, often starts in motion and slips into the secondary, reading the seams of the defense as he goes. He caught 21 passes for 214 yards and 2 scores during the regular season, and had 4 big catches, 1 for a touchdown, in the AFC Championship Game.

Duane Young, another tight end, possesses size, speed, and good hands. He caught a career-high 17 passes for 217 yards and 1 touchdown in 1994.

KEY FACTS

- Neither Mark Seay, who tied for the team lead with 58 catches in 1994, nor Tony Martin, who ranked third with 50 receptions, was a member of the Chargers in 1993.
- Running back Ronnie Harmon enjoyed his fourth consecutive season with 50 or more receptions in 1994.
- San Diego's passing attack relied on big plays during the regular season, a pattern that continued in the playoffs as the Chargers beat Pittsburgh in the AFC Championship Game with a pair of 43-yard touchdown passes.

RECEIVING

	No.	Yards	Avg	Long	TD
Seay	58	645	11.1	49*t*	6
Harmon	58	615	10.6	35	1
Martin	50	885	17.7	99*t*	7
Jefferson	43	627	14.6	52*t*	3
Means	39	235	6.0	22	0
Pupunu	21	214	10.2	25	2
D. Young	17	217	12.8	31	1
Mitchell	11	105	9.5	36	0
Bieniemy	5	48	9.6	25	0
May	2	22	11.0	18	0
Barnes	1	6	6.0	6	0

t—touchdown

PASSING

	Att.	Comp.	Pct.	Yards	Avg. Gain	TD	Pct. TD	Int.	Pct. Int.	Long	Sacks/Yards	Rating
Humphries	453	264	58.3	3,209	7.08	17	3.8	12	2.6	99*t*	25/223	81.6
Gilbert	67	41	61.2	410	6.12	3	4.5	1	1.5	26	4/28	87.3
Martin	1	0	0.0	0	0.00	0	0.0	1	100.0	0	0/0	0.0
Means	1	0	0.0	0	0.00	0	0.0	0	0.00	0	0/0	39.6

t—touchdown

THE OFFICIAL RECEIVERS OF THE NFL.

Introducing NFL Paging from GTE, the official receivers of NFL fans. They're perfect for everyone who needs to stay in touch, combining the GTE satisfaction guarantee and coverage plans with the reliability of a Motorola Bravo Plus℠ pager. Support your favorite NFL team. Stop into your local GTE Phone Mart store or give us a call.

GTE

It's amazing what we can do together.℠

1 (800) GTE-PAGE

Sure. You can talk a good game.

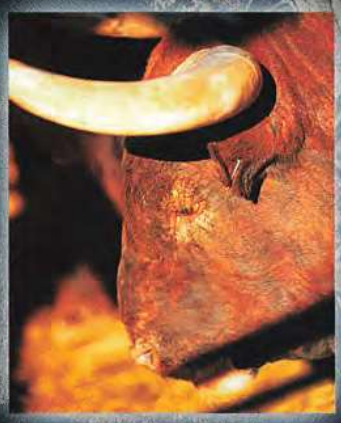
How you knocked out the pitcher with his own fastball...

...could have played pro if it wasn't for that knee...

...dug your way out of an avalanche with a ski pole...

...laughed when your chute didn't open...

...or how you can bench 350, but just not today.



You can lie to everyone...
...but the bull.

NO FEAR®

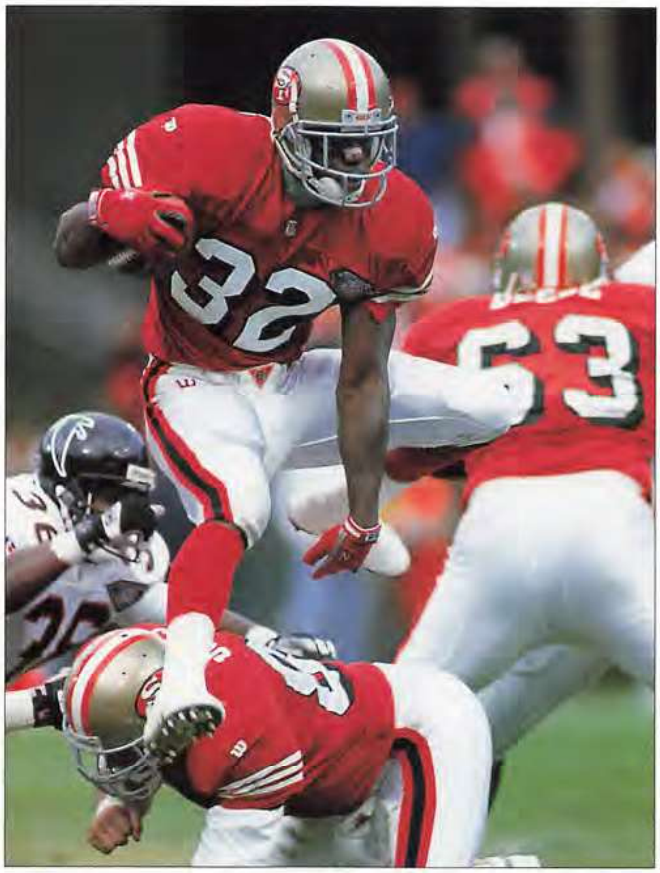
photos: Tim Mantoani

DON'T LET YOUR FEARS STAND IN THE WAY OF YOUR DREAMS.

SCOUTING REPORT

RUSHING

San Francisco's Running Attack Comes at the Chargers From Every Angle Imaginable, Putting Artistry Ahead of Raw Power



MICHAEL ZAGARIS

Ricky Watters's running and receiving skills are a perfect match for the 49ers' high-powered offense.

Weapons.

That's a San Francisco 49ers buzzword. According to California state law, no account of the 49ers' running game can be without a weapons count: running back Ricky Watters, running back William Floyd, running back...er, quarterback...Steve Young, and, among others, Derrick Deese.

Why not begin the discussion with right guard Deese? In a season that began with the 49ers' offensive line in tatters because of injuries to 1993 starters Ralph Tamm and Harris Barton at right guard and right tackle, Deese's maturation as a third-year free agent was a symbol of stability. The remarkably quick, strong, attacking 270-pound right guard started 15 games, as did nine-year veteran left tackle Steve Wallace and 10-year veteran center Bart Oates, who moved into his position when Pro Bowl center Jesse Sapolu took over at left guard. Prior to the return of Barton in midseason, the San Francisco offense was on shaky ground. But once the front five had regrouped, it didn't take long to retune the artistry it performs better than any other NFL team: creating holes. With finesse, that is, and rarely the in-your-face style of, say, San Diego.

RUSHING

	Att.	Yards	Avg.	Long	TD
Watters	239	877	3.7	23	6
Floyd	87	305	3.5	26	6
S. Young	58	293	5.1	27	7
Logan	33	143	4.3	22	1
Loville	31	99	3.2	13	0
Rice	7	93	13.3	28t	2
Walker	13	54	4.2	14	1
Carter	8	34	4.3	18	0
Grbac	13	1	0.1	6	0
Taylor	2	-2	-1.0	1	0

t—touchdown

The 49ers' principal ball carriers, Watters, Floyd, and "third back" Young, benefit from an array of three-man blocking combinations assembled by offensive line coach *nonpareil* Bobb McKittrick—short traps and long traps off guard and tackle, and fold blocks up the middle. These schemes require quickness, agility, and balance, and the 49ers' linemen add to this a mastery of the cut block, taking an opponent's legs from under him.

A team that attempts to overpower the 49ers' offensive line and tries to penetrate too much leaves itself vulnerable not only to Watters's speed and Floyd's power, but Young's cunning as well.

Young is apt to run a bootleg around either end after a play-action fake into the line or simply by hiding the ball on his hip after pausing half a beat. And from a three- or four-step drop, Young has no qualms about taking advantage when a defensive end affords him the opening. A statistic to ponder: Young's team-leading 7 rushing touchdowns compared to 6 each for Floyd and Watters.

Now, as for the 49ers' "fourth back," i.e., wide receiver Jerry Rice, pay special attention to where he lines up. If Rice is on or between the numbers painted on the field, it could signal a reverse. Rice scored twice on this play in 1994, including the 49ers' longest rushing touchdown—28 yards. And Rice's ability as a run-blocker is well-documented, especially when he has been called upon to crack back on a pursuing defender.

Watters's leg strength makes him tough to bring down, and his quickness and acceleration serve him in inside and outside situations despite his lack of pure speed.

Rookie fullback Floyd is on his way to becoming the 49ers' weapon of the future. A first-round draft pick in 1994, he relies on a combination of size and speed and is especially potent when the 49ers get near the goal line, scene of Floyd's emotional, slow-dancing celebrations.

In the end, though, it's the 49ers' offensive line that sets the tempo. Anyone who watched Steve Young's Candlestick victory lap two weeks ago knows it was Wallace, Sapolu, Oates, Deese, and Barton who opened the initial hole.

KEY FACTS

- Two of the 49ers' longest runs in 1994 were by wide receiver Jerry Rice, who had 28- and 23-yard touchdowns on reverses. Quarterback Steve Young had the team's second-longest run of the season, a 27-yard gain.
- The 49ers ranked second in the NFL with 23 rushing touchdowns in '94, including 6 each by Ricky Watters and rookie William Floyd.
- Young led NFL quarterbacks with 293 rushing yards and 7 rushing scores in '94. He has run for 2,969 yards and 27 touchdowns in his career, averaging 6.1 yards per rushing attempt.

SCOUTING REPORT

RUSHING

The Means to a Winning End: San Diego's 22-Year-Old Baby Bull Is the Key to Chargers' Punishing Rushing Attack

AL PEREIRA

Natrone Means was fourth in the NFL in rushing yards, and tied for the AFC lead with 12 touchdowns.

Natrone Means business. Natrone is the means to the end (zone). He's the Natrone Bomb, knocking over all the people and leaving the goalposts standing. By whatever catchy turn of phrase you know him, the Chargers' second-year running back is a headline-writer's dream and a defender's nightmare. The ways of San Diego's rushing offense begin and end with Means.

Combining linebacker size (245 pounds) and 4.5 speed, the 22-year-old fully justified San Diego's faith in him after it traded Marion Butts before this season and handed the full-time job to Means.

Grabbing the ball by the horns, the second-year pro from North Carolina finished second in the AFC with 1,350 yards, and helped the team finish fourth in the conference with a 115.8-yard average per game. He also tied for the AFC lead in touchdowns with 12, accounting for all but one of San Diego's rushing scores. Named to next week's Pro Bowl, he carried the ball on 71 percent of the Chargers' rushing plays.

In five of his first seven games, Means racked up more than 100 yards. Although he fell off a bit in the second half of the season, he came on strong in the playoffs, gaining 139 yards in a win over Miami, and 69 yards on some key carries in the AFC Championship Game victory over Pittsburgh.

With all that weight packed into a 5-foot 10-inch frame, he is low to the ground and tough to tackle one on one. San Francisco must be sure to make that first tackle, or at least slow him down enough for help to arrive.

RUSHING

	Att.	Yards	Avg.	Long	TD
Means	343	1,350	3.9	25	12
Bieniemy	73	295	4.0	36	0
Harmon	25	94	3.8	15*t*	1
Culver	8	63	7.9	22	0
Jefferson	3	40	13.3	22	0
Humphries	19	19	1.0	8	0
Hendrickson	1	3	3.0	3	0
Gilbert	8	-3	-0.4	5	0
Martin	2	-9	-4.5	4	0

t—touchdown

"You've just got to grab one of his shoelaces and hold on, bring him down somehow," said Pittsburgh's Rod Woodson. "He's a big load."

When Means is replaced, it usually is by the smaller and quicker Eric Bieniemy, or third-down wizard Ronnie Harmon. Coach Bobby Ross occasionally shuttles these two backs in for Means early in games to keep his big man fresh for the later stages. This strategy worked most effectively in the divisional playoff victory over Miami, when Means ran over and through several Dolphins on the way to an important late-third-quarter touchdown.

In short-yardage situations, look for occasional appearances by Rodney Culver and linebacker-turned-blocking-back Steve Hendrickson.

Means and his replacements all run behind a large and finally healthy offensive line. The blocking is led by center Courtney Hall, whom Ross calls "a coach on the field." Along with Hall, guard Joe Cocozzo, and tackles Stan Brock and Harry Swayne are key blockers. They don't have the speed to pull, but, at more than 285 pounds each, they have the size to stand up most defenders, creating holes for Means to exploit.

In the Chargers' system, blocking usually is man-for-man, straight-ahead. Instead of a traditional blocking back in front of Means, they deploy one or two H-backs or tight ends, usually Duane Young or Alfred Pupunu. From either a position on the line or coming off motion across it, they make secondary blocks, clearing holes opened initially by the offensive linemen.

With Means's power, the Chargers do most of their running between the tackles, although they will use an H-back to form a kick-out block to help him turn the corner. Don't look for too many pitches or sweeps by the Chargers, although they keep defenses honest with the threat of a reverse. In addition, the respect gained by Means and his mates makes the Chargers' play-action offense that much more effective.

KEY FACTS

- As Natrone Means went in 1994, so went the Chargers. San Diego won seven of its first nine games behind Means, who averaged 4.4 yards per carry while running for an AFC-leading 892 yards and 9 touchdowns during that span. But in San Diego's last seven games, Means averaged just 3.3 yards per carry and scored just 3 times as the Chargers stumbled to a 4-3 finish.
- Means's 12 rushing touchdowns were the most by a Chargers' player since Chuck Muncie had 12 in 1983.

Avis.
In a league by ourselves.

At Avis, our goal is to provide the best quality service to our customers. We know that total customer service and satisfaction require the team effort of all our employee-owners, at all times. Which is why "We try harder." And why Avis is the Official Rent-A-Car Company of the NFL™ and Super Bowl™ XXIX. For information and reservations, call **1-800-331-1212**.

SUNDAY, JANUARY 29, 1995
SUPER BOWL XXIX
JOE ROBBIE STADIUM
MIAMI, FLORIDA

AVIS®
We try harder.®

Avis Is The Official Rent-A-Car Company Of Super Bowl™ XXIX.

©1994 Wizard Co., Inc.

Avis features GM cars.

THE 58TH UNWRITTEN LAW OF DRIVING

THE ROAD IS PAVED WITH IDIOTS.

UNLIKE MOST 4WD VEHICLES, DUAL AIR BAGS COME STANDARD ON ALL ISUZU TROOPERS.

They're out there, those runners of stop signs, those no-signal lane changers. And while there's little we can do about them, we've gone to great lengths to make them less of a threat. Case in point: standard dual air bags. You won't find this on many 4-wheel drives. Are we paranoid? No. Over protective? Maybe. Then again, who do you trust? Yourself? Or the guy who cut you off on the freeway? Presenting the Trooper Limited.

For information please call (800) 726-2700.

ISUZU

Practically/*Amazing*

Always wear a seat belt. And please treat the environment with respect. ©1997 American Isuzu Motors, Inc.

PASSING DEFENSE

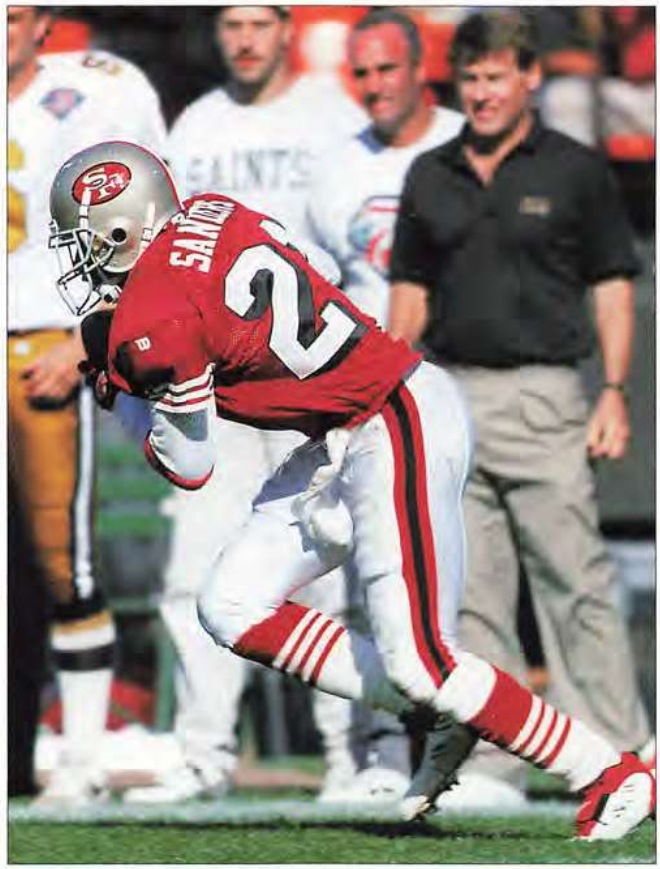
No Frills, No Gimmicks for 49ers as They Use Power Rush and Spectacular Individual Play of Deion Sanders in Secondary

There are no catchy nicknames for the San Francisco 49ers' defensive unit. No Steel Curtain, no Doomsday. It's simply a defense that gets the job done, holding opponents to fewer points than the high-powered 49ers offense generates.

Not that the 49ers don't have some flash and dash in the person of Neon Deion Sanders. But the rest of the crew are lunch-pail types who try to do their job efficiently without a lot of gimmicks.

About the most gimmicky thing the 49ers do is stunt among their front four linemen. There is no blitzing from the linebackers or the safeties. San Francisco relies on a power rush from the four down linemen and strong backup from the linebackers. Sanders plays an individual game of keep-away with the opponent's best receiver while the rest of the secondary plays zone defense mixed in with some variations of man-for-man.

It isn't spectacular, but it worked for 13 victories during the regular season and two more during the playoffs.



DAVID DRAPKIN

Deion Sanders (6 interceptions, 3 touchdowns) brought flash and substance to the 49ers' defense.

The 49ers came up with just 38 sacks during the year to rank seventh overall in the NFL. But their pass defense finished only seventeenth in the league. Still, defensive coordinator Ray Rhodes doesn't figure to change anything against the Chargers.

Tackles Bryant Young, the sensational rookie, and Dana Stubblefield, last year's rookie star, spearhead the front four, which has Rickey Jackson and Dennis Brown at the ends. Lee Woodall is the strongside linebacker, with Ken Norton on the weak side and Gary Plummer in the middle. Sanders is at the right corner, with Eric Davis on the left side, Tim McDonald at strong safety, and Merton Hanks at free safety.

Sanders is one of the best man-for-man coverage specialists in the NFL. He will play head up on the best San Diego has to offer while the other defenders play zone coverage.

That system paid off with 23 interceptions during the regular season. Hanks led the way with 7 for 93 yards. But Sanders picked off 6 for an incredible 303 yards and 3 touchdowns, and was named the league's defensive player of the year. When he joined the 49ers as a much-publicized free agent from the Atlanta Falcons in mid-September, the final piece of the San Francisco defensive puzzle fell into place.

The defensive front made most of the team's sacks this season with Stubblefield leading the way with 8½. Young got 6, Rhett Hall 4, Jackson and Todd Kelly 3½ apiece, and Brown 3. The linebackers and defensive backs combined for only 1½ sacks.

In sure passing situations, the 49ers go one better than the Nickel defense employed by most teams. They go into their 4-1-6 (Dime) package. Kelly or Tim Harris replaces Brown up front and Dana Hall or Tyronne Drakeford and Toi Cook join the secondary, leaving Norton as the only linebacker. Sanders normally continues to play man-for-man, and the others play zones with Hall/Drakeford and Cook the deep, deep coverage men.

They had trouble defensing Dallas in the NFC title game as Troy Aikman scalded them for 380 yards. But the 49ers put up 38 points and their defense gave up only 28. That's been the sto-

KEY FACTS

- **Deion Sanders started only 12 games for the 49ers, but he set a club record for interception-return yards (303 yards) and tied Ronnie Lott's single-season club record with 3 scores on interception returns.**
- **The 49ers tied for the NFL lead with 23 interceptions in 1994, and thanks largely to Deion (see above), they led the league with 508 interception-return yards and tied for the NFL lead with 4 returns for scores.**
- **The 49ers' pass defense ranked seventeenth in yards allowed but fourth best in fewest scoring passes (15).**

INTERCEPTIONS

	Int.	Yards	Avg.	Long	TD
Hanks	7	93	13.3	38	0
Sanders	6	303	50.5	93*t*	3
McDonald	2	79	39.5	73*t*	1
D. Hall	2	0	0.0	0	0
Cook	1	18	18.0	18	0
Davis	1	8	8.0	8	0
Drakeford	1	6	6.0	6	0
Plummer	1	1	1.0	1	0
Brown	1	0	0.0	0	0
Norton	1	0	0.0	0	0

t—touchdown

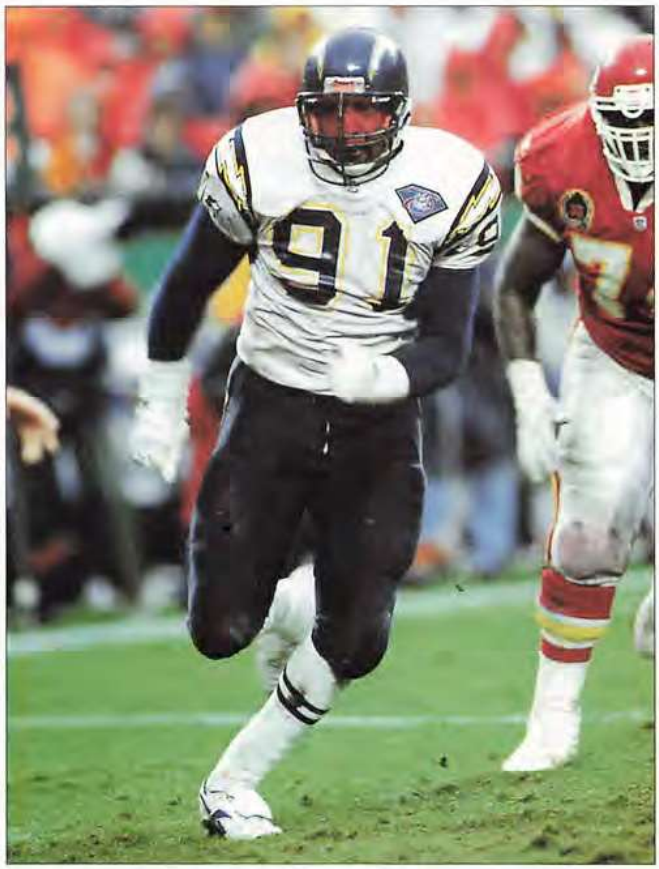
SACKS

Stubblefield	8.5
B. Young	6.0
R. Hall	4.0
Jackson	3.5
Kelly	3.5
Brown	3.0
Dent	2.0
Harris	2.0
Wilson	2.0
Mann	1.0
Thomas	1.0
Woodall	1.0
Hanks	0.5

SCOUTING REPORT

PASSING DEFENSE

The 49ers' Passing Game Has Not Been Stopped All Year, Posing a Formidable Challenge to Arnsparger, Seau, and the Chargers



DARRELL SANDLER

Leslie O'Neal is the AFC's top pass rusher over the past three seasons with 41½ sacks, including 12½ in '94.

Steve Young presents a unique challenge for the Chargers. He is a pinpoint passer who is not afraid to run and has the presence of mind to explore all of his receiving options (as many as five on any given play).

He faces a defense that ranked twenty-second in the NFL against the pass, but was third in sacks and has not yielded a second-half touchdown in the playoffs.

The game plan against Young is the responsibility of defensive coordinator Bill Arnsparger, who is in his thirty-ninth year of coaching and his third with the Chargers.

For Arnsparger, this is his sixth Super Bowl. He was the architect of Miami's "No-Name Defense" in the early 1970s and received a game ball from Super Bowl VIII after the Dolphins defeated Minnesota 24-7.

INTERCEPTIONS

	Int.	Yards	Avg.	Long	TD
Richard	4	224	56.0	99*t*	2
Gordon	4	32	8.0	23	0
Carrington	3	51	17.0	32	0
Harper	3	28	9.3	15	0
Vanhorse	2	56	28.0	50*t*	1
Griggs	1	11	11.0	11	0

t—touchdown

SACKS

O'Neal	12.5
Mims	11.0
Lee	6.5
Seau	5.5
White	2.0
Johnson	1.5
Parrella	1.0
L. Young	1.0
R. Davis	0.5
L. Miller	0.5

"Bill is one of the finest defensive minds in all of football," says Chargers head coach Bobby Ross. "He has an uncanny ability to get people in the right place based on alignments, personnel, and formations. That's half the game."

Arnsparger is not a gambler. He teaches error-free defense, limits the variety of coverages, and does very little substituting.

His keep-it-simple approach includes a 4-3 front (in long yardage they switch to a 4-1-6) and two-deep zone coverage. He will not assign a cornerback specifically to cover Jerry Rice. Darrien Gordon, who tied free safety Stanley Richard for the team lead in interceptions, always will line up on the left side. Dwayne Harper, who was called for 10 pass-interference penalties during the regular season, stays on the right side.

Richard, who had 2 interception returns for touchdowns, had his best season in 1994.

The book on strong safety Darren Carrington is that he often goes for the interception and is susceptible to play action.

The Chargers' front seven is one of the NFL's soundest and is led by defensive end Leslie O'Neal, the team leader in sacks, and inside linebacker Junior Seau, the team leader in everything from tackles (155) to fumble recoveries (3) to athleticism to emotional impact.

Seau has no weaknesses, and Young will have to know where he is at all times. Seau is a big-time player who plays with great enthusiasm and pursues relentlessly. He is the Chargers' only linebacker to register a sack during the regular season.

About the only thing Seau does not do for the Chargers is call the defensive signals. That responsibility falls on middle linebacker Dennis Gibson, who made two big plays to ensure the victory over Pittsburgh in the AFC title game.

Dependable David Griggs is the other outside linebacker. He is a good blitzer and has the speed to get into coverage.

Despite his all-pro status, O'Neal still does not get the recognition he deserves. He has 93 career sacks and five Pro Bowl selections.

Chris Mims (11 sacks) teams with O'Neal to give the Chargers a potent outside rush that must contain Young. The matchup of 49ers tackle Harris Barton and Mims is one to watch.

A key to the inside rush will be left tackle Shawn Lee, who missed the Pittsburgh game after arthroscopic knee surgery. If he can't play, John Parrella will get the start next to huge (6-foot 5-inch, 320-pound) Reuben Davis, a free agent who has brought unity and a "take-no-prisoners" attitude to the front four.

KEY FACTS

- The Chargers' pass defense ranked twenty-second in the NFL, allowing an average of 228.6 yards per game.
- San Diego allowed opposing passers to complete 62.9 percent of their pass attempts, the fourth-poorest figure in the NFL.
- One bright spot for the Chargers' pass defense is their pass rush—San Diego amassed 43 sacks, the third-highest total in the NFL.
- Another bright spot—the Chargers returned 3 interceptions for touchdowns to tie for the AFC lead.

Flex-all

relieves pains

in the neck,

pains in the back, pains in the

legs and arms

and pains in every training room

in the NFL.

Aloe vera based Flex-all is the only pain relieving gel found in every training room of all major pro sports. If Pro Trainers recommend it, you know it's the best.

©CHATTEM, INC., 1995

READ & FOLLOW LABEL DIRECTIONS

Gilman

LEGENDS

Series

" I still preach the same things I was preaching when I first became head coach 27 years ago, I still feel that football is a game that has to be played with enthusiasm, that there has to be a certain recklessness involved, that the players have to take chances and they can't be afraid to lose. They have to enjoy football and that goes for coaches too. "

" Back in 1950, Coach Rip Engle purchased Penn State's first Gilman Tackleback. We call it the 'Tackling Stick.' That 1950 model is still on our practice field. We use it all the time. We can't wear it out. Generations of Penn State players learned to tackle on this sled. It's a Penn State tradition! "

Joe Paterno
Head Football Coach
Penn State University

Gilman Gear
ALWAYS A STEP AHEAD

• Gilman, Connecticut 06336 • 800-243-0398

SCOUTING REPORT

RUSHING DEFENSE

With Five New Players Among Its Front Seven, a Tougher, Meaner 49ers Run Defense Ranked Second in NFL in 1994

BOB ROSATO

Ken Norton is part of a revamped linebacker corps that has solidified San Francisco's defense.

While the 49ers were running and passing their way to the NFC Championship Game in 1992 and 1993, the defense—especially the rushing defense—always seemed unable to keep opponents out of the end zone when it counted, and came up woefully short in trying to get San Francisco back to the Super Bowl.

The addition of three free agents and two rookies among the defensive front seven changed all that in 1994. Veteran free agents Ken Norton (Dallas), Gary Plummer (San Diego), and Rickey Jackson (New Orleans) were signed in the offseason. Defensive tackle Bryant Young (6 feet 2 inches, 276 pounds) was a first-round draft choice from Notre Dame, and unheralded linebacker Lee Woodall was a sixth-round selection from tiny West Chester University.

TACKLES

	Solo	Assists	Total
Norton, LB	79	13	92
Hanks, S	66	13	79
McDonald, S	68	8	76
Davis, CB	69	4	73
Plummer, LB	57	9	66
Woodall, LB	47	17	64
B. Young, DT	45	4	49
D. Hall, S	31	10	41
Jackson, DE	38	2	40
Stubblefield, DT	34	5	39
Sanders, CB	35	2	37
Cook, CB	25	1	26
Brown, DE	20	5	25
Mitchell, LB	19	3	22
Dodge, S	19	1	20

Unofficial; compiled by the 49ers.

All eventually became starters—Jackson at defensive end—and the result was a more intense, rugged, and stingy attitude. Led by their rushing defense (which climbed from sixteenth in the NFL in 1993 to second this year), the 49ers improved from fifteenth in the league in total defense in 1993 to eighth in 1994.

San Francisco allowed a meager 83.6 rushing yards per game and only two 100-yard performances—111 by Eagles running back Charlie Garner and 104 by Rams running back Jerome Bettis.

In a 27-21 victory over Detroit, the 49ers held NFL rushing leader Barry Sanders to 95 yards, and in their 21-14 regular-season win over Dallas, they held Emmitt Smith, who finished second to Sanders, to 78.

Norton, the fiery defensive leader on the Cowboys' Super Bowl teams the past two years, assumed the same role in San Francisco and was the team's leading tackler with 92. Plummer, who led San Diego in tackles three times during his eight-year career there, finished fifth on the 49ers in tackles (66).

Young and second-year tackle Dana Stubblefield give San Francisco the inside strength it lacked in previous seasons. Young led the team's defensive linemen with 49 tackles. Stubblefield had 39, forced 2 fumbles, and was selected to the Pro Bowl. Woodall gives the 49ers a punishing tackler—he forced a team-high 3 fumbles.

Another important change that made San Francisco's defense more aggressive took place in the secondary. Safeties Merton Hanks (second on the team with 79 tackles) and Tim McDonald (third with 76) were able to play closer to the line of scrimmage when free-agent Pro Bowl cornerback Deion Sanders, who is brilliant in man-for-man coverage, signed early in the season. All three players were chosen for the Pro Bowl.

The 49ers, who allowed only 3.6 yards per rushing attempt this season, will be challenged against the Chargers' straight-ahead ground game, which finished fourth in the AFC. In order for San Diego to be successful, the Chargers need to get 5 or 6 yards on first down, which sets up the team's short passing game.

Natrone Means, who was second in the NFL with 12 rushing touchdowns and second in the AFC with 1,350 rushing yards, is the player who usually gets the first-down yardage.

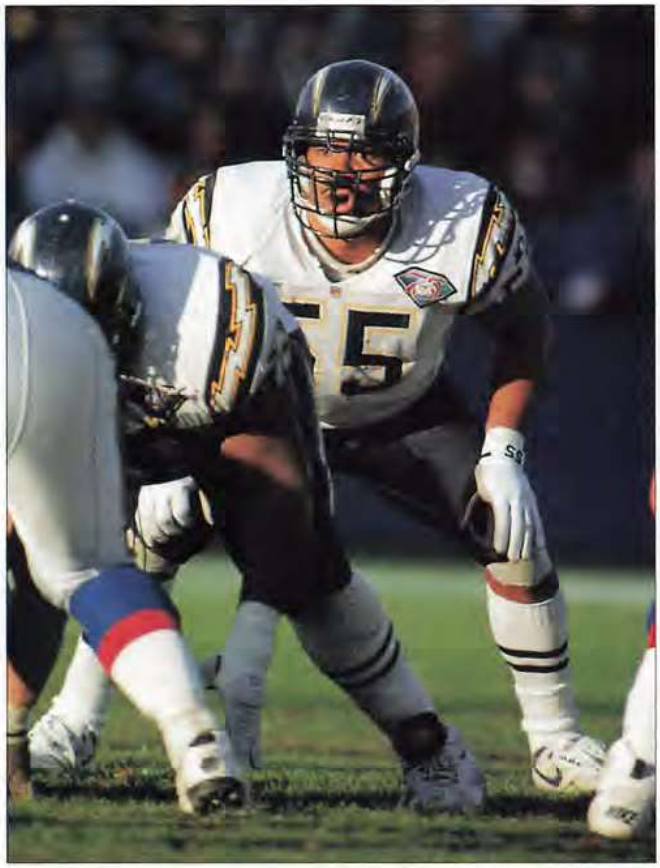
But in San Francisco's 38-15 victory earlier this season, the 49ers jumped out to an early lead and held Means to only 50 yards as the Chargers were forced to pass.

KEY FACTS

- **The 49ers allowed only 1,338 rushing yards in 1994, the second-lowest total in club history.**
- **San Francisco's rushing defense improved from sixteenth (112.5 yards per game) in 1993 to second in the NFL (83.6 yards per game) in 1994. Three big reasons were the 49ers' new additions at linebacker: former Cowboys standout Ken Norton (team-leading 92 tackles), long-time Chargers starter Gary Plummer (66 stops, fifth on the team), and rookie Lee Woodall (64 tackles, sixth on the 49ers).**

RUSHING DEFENSE

San Diego's Defensive Strength Is Playing Against the Run—Will It Be Enough to Shut Down the Overpowering 49ers?



AL PEREIRA

Linebacker Junior Seau, a perennial All-Pro selection, is the fulcrum of the Chargers' run defense.

The strength of the Chargers' defense is its ability to stop the run. This season, San Diego allowed only 87.8 yards per game on the ground, the best average in the AFC and fifth-best mark in the NFL.

In the AFC Championship Game against Pittsburgh, the Chargers completely shut down the Steelers' running game, the NFL's top-ranked unit this season (136.3 yards per game), holding it to only 66 yards on 26 carries (2.5 per carry). San Diego did this by committing up to eight players to the line of scrimmage and daring Pittsburgh quarterback Neil O'Donnell to throw the ball.

San Diego won't be able to employ the same strategy against San Francisco, simply because of Steve Young. Not only will the Chargers have to concentrate on stopping the 49ers' two outstanding young running backs, Ricky Watters (877 yards rushing this season) and William Floyd (305), the Chargers also will have to deal with the extremely dangerous Young. The 49ers' quarterback is so elusive running the ball (58 carries for 293 yards and 7 touchdowns—the most rushing touchdowns on the team), that the Chargers must consider Young as another running back in the 49ers' backfield.

TACKLES

Leaders	Solo	Assists	Total
Seau, LB	124	31	155
Gordon, CB	75	14	89
Carrington, S	68	20	88
Richard, S	69	10	79
Griggs, LB	58	14	72
Gibson, LB	50	18	68
Harper, CB	56	10	66
O'Neal, DE	47	13	60
Mims, DE	35	6	41
Lee, DT	30	9	39
Davis, DT	21	9	30
Vanhorse, CB	23	5	28

Unofficial; compiled by the Chargers.

To stop San Francisco, the Chargers must rely on what got them to this point, playing a basic defense and relying on the strength and size of their defensive line and linebackers to stop the 49ers' running game.

The undisputed defensive leader for the Chargers, is inside linebacker Junior Seau. Seau is considered by many to be the prototypical NFL linebacker of the 1990s because of his size (6-3, 250), speed, and incredible athletic ability. He led the Chargers in total tackles this season with 155, and is the San Diego player the 49ers are going to have to account for on each play. Seau has tremendous instincts for where a play is going to be run and also never gives up on a play, often running down a ball carrier from behind.

The Chargers' other starting linebackers, Dennis Gibson and David Griggs, have outstanding size (Gibson 6-2, 240; Griggs 6-3, 250) and are at their best when playing against the run. Gibson, who was signed as an unrestricted free agent from Detroit this year, is very good at reading, reacting, and disrupting running plays. Griggs, who also was signed as an unrestricted free agent from Miami, is excellent at moving along the line of scrimmage and making tackles. He also is a very hard hitter.

The defensive line also plays extremely tough against the run. The tackles, Shawn Lee (6-2, 300) and Reuben Davis (6-5, 320), do an outstanding job shutting down the run between the tackles. Both are incredibly strong at the point of attack and both use their strength and quickness to get excellent penetration into the opponent's backfield. Lee was injured and didn't play in the AFC Championship Game against Pittsburgh, but is expected back for the Super Bowl. If he can't start, he will be replaced by John Parrella, a very aggressive player with good quickness.

KEY FACTS

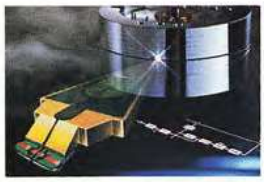
- The Chargers have not allowed a 100-yard rusher since Pittsburgh's Barry Foster ran for 110 yards against San Diego in the fifth game of the 1993 season, a streak of 29 games (including postseason).
- San Diego's rushing defense led the AFC and ranked fifth in the NFL, permitting only 87.8 yards per game in 1994.
- San Diego faced just 385 rushing attempts in 1994, the fewest in the AFC and an average of just 24.1 carries per game.

The ends, Leslie O'Neal and Chris Mims, often don't get the credit they deserve when playing against the run. O'Neal (6-4, 265) is known more for his pass-rushing prowess (he had 12½ sacks this season, second best in the AFC), but he also is very quick off the ball, sheds blockers well, and is outstanding in pursuit. Mims (6-5, 290) is an underrated player who is very physical and who has excellent quickness off the ball.

EITHER IT'S A NEW PANASONIC VCR WITH PROFESSIONAL RECORDING HEAD TECHNOLOGY ...OR TAKE YOUR CHANCES.

Panasonic introduces VCRs with Dynamorphous™ Metal Heads. You'll understand what that means the moment you look at the picture.

3-2-1, roll tape. Switch to VCR 2. This is what you might hear in a TV Studio Control Room–where everything is state of the art. The Panasonic VCRs you'll find there have laminated metal recording head technology. The type of technology you'll find in the new Panasonic PV-4466 VCR. Its Dynamorphous Metal Heads bring Panasonic broadcast technology to your home.



Dynamorphous™ Laminated Metal Heads, for high-quality recording and playback.

An engineer might say its advanced noise reduction circuitry yields a significant 33% improvement in chrominance and 12% increase in luminance levels*. But when you look at its great picture quality, you'll sum it up with just one word. Wow!

The same engineer might go on to say its hi-fi stereo sound has a dynamic range that rivals a CD. You'll describe its sound with that very same word ...Wow!

Either your next VCR is this advanced or...take your chances.

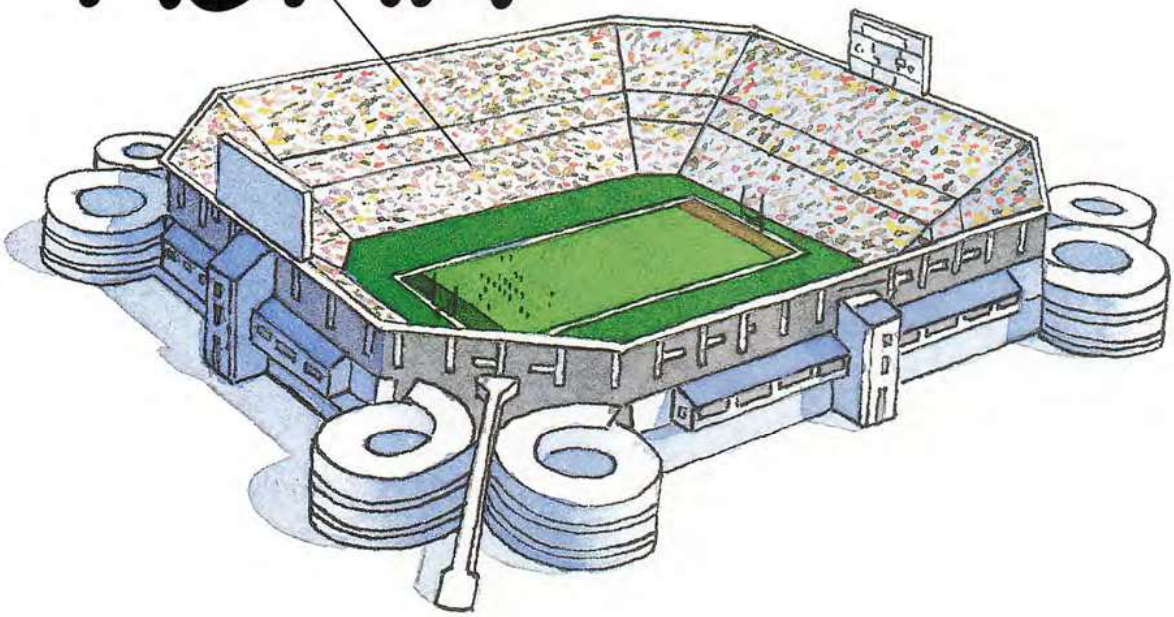
*Compared to Panasonic conventional video head technology.

Proud Sponsor 1996 U.S. Olympic Team
36 USC 380

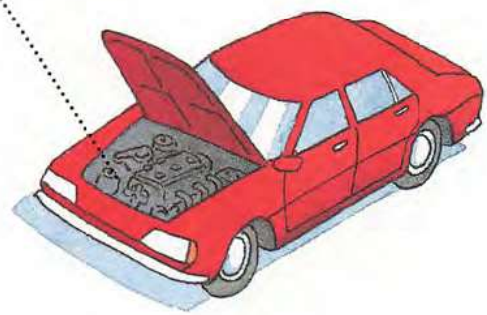
USA

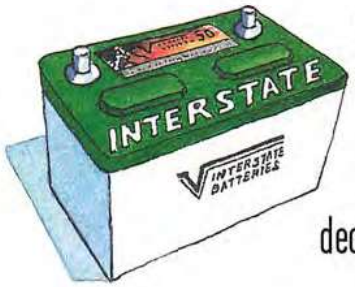
Panasonic®
just slightly ahead of our time.®

ROAR



NO ROAR





Should've bought a *dependable* INTERSTATE® Battery. We check our batteries to make sure they're fresh. That's why we're the number one replacement brand. So don't take a chance on missing the Big Game. Depend on INTERSTATE® Batteries. Call **1-800-CRANK IT** for the dealer nearest you.

OFFICIAL NFL SPONSOR

INTERSTATE BATTERIES

FRESH POWER. GUARANTEED!

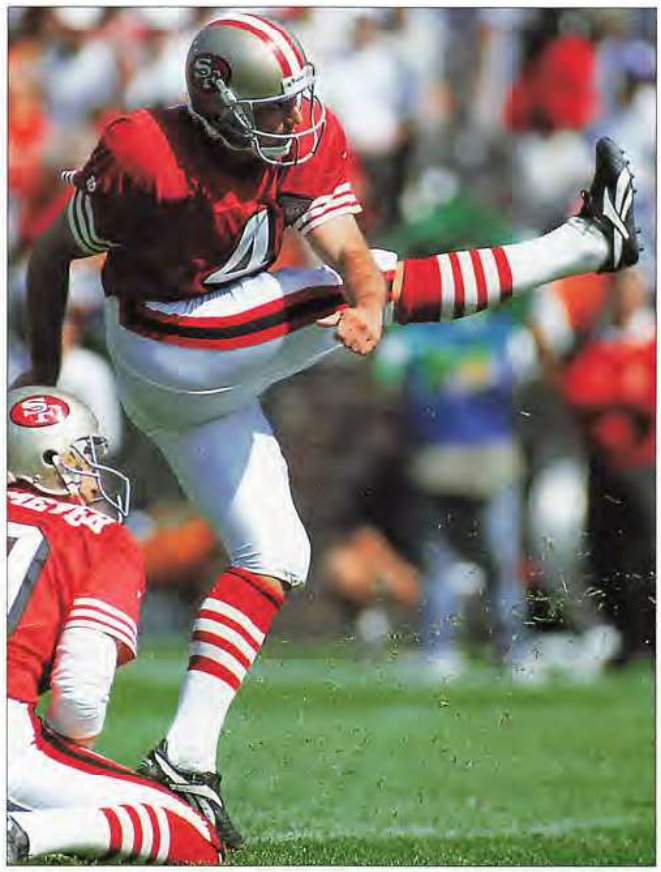
SUNDAY, JANUARY 29, 1995
SUPER BOWL XXIX
JOE ROBBIE STADIUM
MIAMI, FLORIDA

© INTERSTATE BATTERY SYSTEM OF AMERICA, INC., 1995. 2770 Merit Drive, Suite 400, Dallas, TX 75251. NFL, NFL Shield Logo and Super Bowl are trademarks of the National Football League.

SCOUTING REPORT

SPECIAL TEAMS

Even Though They Are Overshadowed by the High-Powered Offense, the 49ers' Kicking Teams Get the Job Done



PETER BROUILLET

Rookie Doug Brien brought stability to the 49ers' kicking game, which had been erratic in recent years.

With so much attention being paid to the 49ers' explosive offense and revamped defense, the contributions of their special teams often are overlooked. Though they didn't figure prominently in the outcome of any of the team's 13 victories in 1994, the special teams units quietly and effectively fulfilled their responsibilities; the team was not at a disadvantage because of their play.

After having one of the poorest kicking games in the NFL the past two seasons, the 49ers finally found a reliable kicker in rookie Doug Brien. Brien, who left California as the school's all-time leading scorer, connected on 75 percent (15 of 20) of his field-goal attempts in 1994.

Though he didn't receive many opportunities to demonstrate the leg strength he was known for in college, Brien proved to be an accurate kicker from short to medium range. Largely because of the scoring success of the 49ers' offense, Brien attempted only 9 field goals from more than 40 yards. Yet, he hit on 5 of those attempts, including a long of 48. For the season, Brien converted an NFL-high 60 of 62 extra points to finish sixth in the NFC in scoring with 105 points.

Placekicking wasn't the only area of improvement in San Francisco's kicking game. Punter Klaus Wilmsmeyer improved his net average to a respectable 35.8 yards this season. Wilmsmeyer, however, continued to struggle in getting his punts downed inside the 20-yard line (18 of 54—sixth-lowest in the NFL). One reason for this is Wilmsmeyer's punts are often short without much hang time.

Although rumors abound that cornerback Deion Sanders was prepared to take over as the team's kick returner, running back Dexter Carter continued to do an exceptional job in this role. He finished fifth in the NFC and sixth in the NFL in return yardage (1,105), while averaging 23 yards a return. Carter, who on several occassions came close to breaking a return for a score, finally did so in the 49ers' 37-22 win over Washington with a 96-yard return. Carter also doubled as the 49ers' punt returner and though his return average dipped to 8.4 yards (from 12.1 in 1993), he ranked among the NFC's leaders (eighth) in that category. Sanders did return a kickoff in the NFC Championship Game against the Cowboys, but it remains to be seen if head coach George Seifert will allow him perform these duties against the Chargers.

Despite their struggles throughout the season, the 49ers' coverage units are loaded with speed. Members of the kickoff team (including Brien, who proved his mettle by recovering a fumble to set up a touchdown in the victory over Dallas in the NFC title game) have an average speed of 4.61 seconds in the 40-yard dash.

A fearless group of young players who'll often forsake reading their keys and examining blocking schemes in an effort to stop a kick returner, the coverage units are led by linebackers Kevin Mitchell (16 tackles), Antonio Goss (12), and Anthony Peterson (10); defensive end Troy Wilson (12); and safety Dedrick Dodge (11). Mitchell and Peterson are rookies who compete with Goss to see who can be the first player to deliver a lick on an opposing kick returner.

SPECIAL TEAMS

PUNTING	No.	Yards	Avg.	In 20	TB	Long	Blocks	Net Avg.
Wilmsmeyer	54	2,235	41.4	18	3	50	0	35.8

PUNT RETURNS	No.	FC	Yards	Avg.	Long	TD
Carter	38	12	321	8.4	26	0
Singleton	2	1	13	6.5	8	0

KICKOFF RETURNS	No.	Yards	Avg.	Long	TD
Carter	48	1,105	23.0	96*t*	1
Walker	6	82	13.7	19	0
Loville	2	34	17.0	19	0
Singleton	2	23	11.5	17	0

KICKING	1-19	20-29	30-39	40-49	50+	FG/Att.	PAT/Att.	Pts
Brien	1/1	4/4	5/6	5/8	0/1	15/20	60/62	105

t—touchdown

KEY FACTS

- Cornerback Deion Sanders has been begging for a chance to return kicks (he did return 1 kickoff in the NFC title game). In case he gets a chance, here are his career numbers: a 23.1-yard average and 3 touchdowns on kickoff returns, and an 8.5-yard average and 2 scores on punt returns.
- The 49ers have not allowed a punt return for a touchdown since Detroit's Pete Mandley returned one 63 yards for a score on October 20, 1985.

SCOUTING REPORT

SPECIAL TEAMS

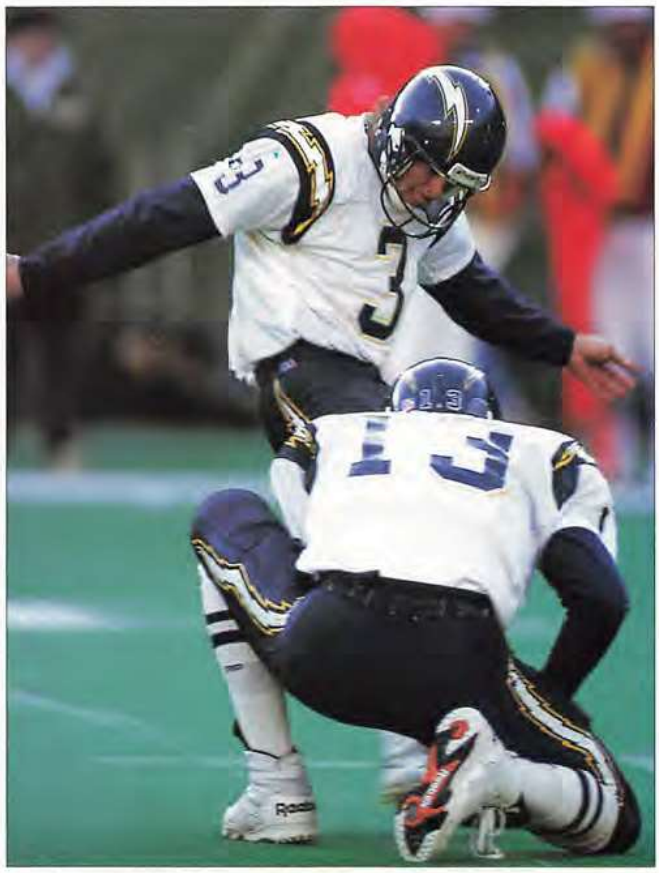
Chargers' Kicker and Return Men Truly Are Special, Giving San Diego a Leg Up Over the 49ers

If the Chargers have a decided advantage in Super Bowl XXIX, it is on special teams.

The Chargers often have relied on the foot of John Carney. Undrafted out of Notre Dame, Carney was released six times by four clubs before San Diego re-signed him in 1990.

Since then, Carney has been a record-breaking kicker. He set an NFL record by making 29 consecutive field goals in the 1992 and 1993 seasons, and is the only kicker in NFL history to have two streaks of at least 20 successful field goals in a row.

Carney earned his first trip to the Pro Bowl after leading the NFL in scoring with 135 points, while connecting on 34 of 38 field-goal attempts. Carney did this with a new holder (Gale Gilbert) and center (David Binn). Binn, an undrafted rookie whose primary job is as a long snapper, has uncanny accuracy and velocity on his snaps.



JIM TURNER

John Carney was perfect from inside 40 yards (27 for 27) while leading the NFL in scoring in '94.

If Carney does have a flaw, it is that he has only made 58.9 percent of his career field-goal attempts from 40 or more yards. But he was 7 of 11 from that distance in 1994.

With the NFL's new kickoff rule (kicking off from the 30-yard line instead of the 35) being implemented for 1994, general manager Bobby Beathard knew that getting a potent return man would give his club a huge advantage. With that reasoning, San Diego drafted Andre Coleman in the third round.

The rookie showed what he could do by returning 2 kickoffs for touchdowns, 80 yards at New England and 90 yards against Pittsburgh, and is a threat to score every time he touches the ball. Coleman, who likes to run to his right, used his AFC-leading 1,293 kickoff-return yards to help the Chargers begin their average drive at their 31-yard line.

Punt-return specialist Darrien Gordon led the AFC with a 13.2-yard return average. Also the team's starting left cornerback, Gordon tied a club record by returning 2 punts for touchdowns, 90 yards against the Raiders and 75 yards against the Rams. Both returns were run down the left sideline.

Gordon returned every punt for San Diego during the regular season, but the Chargers did give the 49ers something to think about by having Gordon give the ball to Coleman on a reverse in the AFC Divisional Playoff Game against Miami.

The Chargers did not block a punt in 1994, but put good pressure on the punter and do an excellent job blocking on punt returns.

Punter Bryan Wagner, acquired before this season's third game, has done a solid job. He placed 20 punts inside the 20-yard line, with only 3 touchbacks.

Long snapper Binn not only gets the ball to Wagner in an average of 0.97 seconds, but he is extremely accurate as well.

The coverage unit allowed 9.2 yards per return and ranked seventeenth in the NFL. However, not many of the returns were long because Rodney Harrison and Coleman did a good job getting downfield to force the return man to run up the middle.

The kickoff coverage is adequate, as the Chargers' opponents average drive began at the 29-yard line, fourteenth in the NFL. Carney's average kickoff goes to approximately the 6- or 7-yard line. He had only 6 touchbacks. Harrison led the Chargers in special-teams tackles, while Eric Castle also can cause havoc.

KEY FACTS

- John Carney has converted 79.39 percent (131 of 165) of his career field-goal attempts, the third-best percentage in NFL history. He set an NFL record by making 29 consecutive field goals in the 1992-93 seasons, then enjoyed another streak of 21 field goals in 1994.
- The Chargers' special teams produced a league-high 4 touchdowns on kickoff or punt returns in 1994. Three of those scores figured prominently in San Diego victories.

SPECIAL TEAMS

PUNTING	No.	Yards	Avg.	In 20	TB	Long	Blocks	Net Avg.
Wagner	65	2,705	41.6	20	3	59	0	35.3
Kidd	7	246	35.1	1	1	53	0	32.3

PUNT RETURNS	No.	FC	Yards	Avg.	Long	TD
Gordon	36	19	475	13.2	90t	2

KICKOFF RETURNS	No.	Yards	Avg.	Long	TD
Coleman	49	1,293	26.4	90t	2
Harmon	9	157	17.4	25	0
Martin	8	167	20.9	29	0
Mitchell	1	18	18.0	18	0
Parker	1	1	1.0	1	0

KICKING	1-19	20-29	30-39	40-49	50+	FG/Att.	PAT/Att.	Pts.
Carney	0/0	12/12	15/15	5/9	2/2	34/38	33/33	135

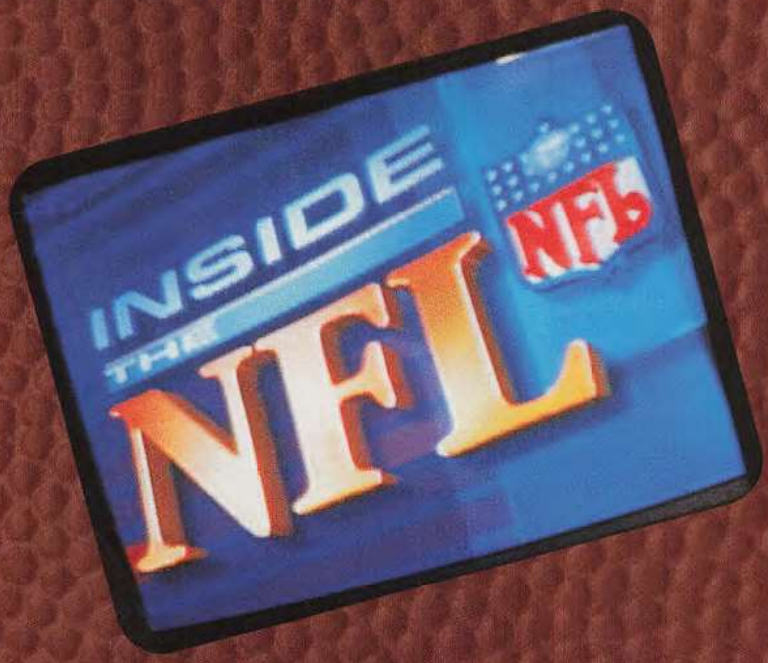
t—touchdown

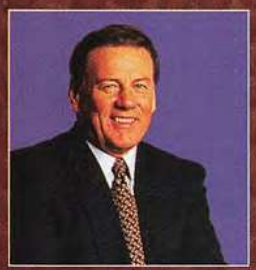
"...The best of the bunch..."
(Houston Chronicle)

"...Outstanding..."
(Kansas City Star)

"...One of the most polished pregame shows..."
(Philadelphia Inquirer)

"...Terrific. Jimmy Johnson is outstanding..."
(Jimmy Johnson)





HBO® SPORTS

NETWORK OF CHAMPIONS

©1994 Home Box Office, a division of Time Warner Entertainment Company, L.P. All rights reserved. ®Service mark of Time Warner Entertainment Company, L.P.

World-Class Action Deserves A World-Class Camera.

Why let life's most exciting moments pass you by? With Canon's EOS Rebel X, you can capture it all. Because our incredible winner does it all.

Turn the Command Dial and Rebel instantly puts you in control of ten picture taking modes.

Sports Mode, for instance, captures world-class action with lightning fast shutter speeds and continuous film advance. Perfect portraits, landscapes and close-ups are just as simple. Just as unforgettable.

And Rebel X's 3-point Multi-Wide Autofocus assures you that your subjects will always be in focus. Even when they're off-center and racing across the field.

The EOS Rebel X from Canon. What a camera!

EXPRESS YOURSELF!

EOS REBEL X

NFL
Photographic Consultant To The NFL

Canon
So advanced...it's simple.

For Color brochure write Canon EOS Rebel, C.S.B. 3192A, Melville, NY 11747 © 1994 Canon U.S.A., Inc.

SCOUTING REPORT

COACHING STAFF

Head Coach George Seifert
Seifert has compiled an impressive list of accomplishments in his six seasons as the 49ers' head coach: five NFC West titles, five trips to the NFC title game, two Super Bowl appearances, and an 83-24 record.

In 1989, Seifert guided the 49ers to 14 regular-season victories, then a 55-10 rout of the Denver Broncos in Super Bowl XXIV. He became only the second rookie coach (the Colts' Don McCafferty in Super Bowl V was the other) to lead his team to a Super Bowl title. San Francisco since has had two more seasons of 14 victories, and this year won 13 games.

Seifert took fewer games to compile 50 victories (including postseason) than any other head coach in NFL history. Seifert did it in 63 games; Paul Brown needed 64 games to reach that plateau, while Vince Lombardi took 66.

A native of San Francisco, Seifert was born January 22, 1940. After graduating from Utah in 1963 with a degree in zoology, Seifert spent six months in the U.S. Army, then began his coaching career as a graduate assistant at Utah. He was head coach at Westminster College in Salt Lake City for a season, and an assistant at Iowa, Oregon, and Stanford for nine years before being named head coach at Cornell in 1975.

Two years at Cornell netted only three victories, and in 1977 Seifert joined Bill Walsh's staff at Stanford as secondary coach. Walsh hired him again in San Francisco in 1980, and Seifert was a 49ers' assistant coach for nine years, the last six as defensive coordinator, before taking over as head coach. The 49ers' assistant coaches:

Jerry Attaway, conditioning; born January 3, 1946, Susanville, California, lives in San Jose, California. Defensive back, Yuba (California), J.C. 1964-65, Cal-Davis 1967. No pro playing experience. College coach: Cal-Davis 1970-71, Idaho 1972-74, Utah State 1975-77, USC 1978-1982. Pro coach: Joined 49ers in 1983.

Mike Barnes, conditioning assistant; born March 13, 1966, Rochester New York, lives in Walnut Creek, California. No college or pro playing experience. College coach: Texas A&M 1990, California 1991-93. Pro coach: Joined 49ers in 1994.

Dwaine Board, defensive line; born November 29, 1956, Rocky Mount, Virginia, lives in Redwood City, California. Defensive lineman, North Carolina A&T 1974-77. Pro defensive lineman, San Francisco 49ers 1979-1987, New Orleans Saints 1988. Pro coach: Joined 49ers in 1991.

Neal Dahlen, coaching administrator; born April 13, 1940, Spokane, Washington, lives in San Carlos, California. No college or pro playing experience. Pro coach: Joined 49ers in 1979.

Tom Holmoe, defensive backs; born March 7, 1960, Glendale, California, lives in Foster City, California. Defensive back, Brigham Young 1979-1982. Pro defensive back, San Francisco 49ers 1983-89. College coach: Brigham Young 1990-91, Stanford 1992-93. Pro coach: Joined 49ers in 1994.

Carl Jackson, running backs; born August 16, 1940, Bay City, Texas, lives in San Jose, California. Quarterback, Prairie View A&M 1959-1962. No pro playing experience. College coach: North Texas State 1976-78, Iowa 1979-1991. Pro coach: Joined 49ers in 1992.

Larry Kirksey, wide receivers; born January 6, 1951, Harlan, Kentucky, lives in Pleasanton, California. Wide receiver, Eastern Kentucky 1970-72. No pro playing experience. College coach: Miami (Ohio) 1974-76, Kentucky 1977-1981, Kansas 1982, Kentucky State 1983 (head coach), Florida 1984-88, Pittsburgh 1989, Alabama 1990-93. Pro coach: Joined 49ers in 1994.

Gary Kubiak, quarterbacks; born August 15, 1961, Houston, lives in Santa Clara, California. Quarterback, Texas A&M 1979-1982. Pro quarterback, Denver Broncos 1983-1991. College coach: Texas A&M 1992-93. Pro coach: Joined 49ers in 1994.

Alan Lowry, special teams; born November 21, 1950, Irving, Texas, lives in Danville, California. Defensive backquarterback, Texas 1970-72. No pro playing experience. College coach: Virginia Tech 1974, Wyoming 1975, Texas 1976-1981. Pro coach: Dallas Cowboys 1982-1990, Tampa Bay Buccaneers 1991, joined 49ers in 1992.

John Marshall, linebackers; born October 2, 1945, Arroyo Grande, California, lives in Pleasanton, California. Linebacker, Washington State 1964. No pro playing experience. College coach: Oregon 1970-76, USC 1977-79. Pro coach: Green Bay Packers 1980-82, Atlanta Falcons 1983-85, Indianapolis Colts 1986-88, joined 49ers in 1989.

Bobb McKittrick, offensive line; born December 29, 1935, Baker, Oregon, lives in San Mateo, California. Guard, Oregon State 1955-57. No pro playing experience. College coach: Oregon State 1961-64, UCLA 1965-1970. Pro coach: Los Angeles Rams 1971-72, San Diego Chargers 1974-78, joined 49ers in 1979.

Bill McPherson, assistant head coach; born October 24, 1931, Santa Clara, California, lives in San Jose, California. Tackle, Santa Clara 1950-52. No pro playing experience. College coach: Santa Clara 1963-1974, UCLA 1975-77. Pro coach: Philadelphia Eagles 1978, joined 49ers in 1979.

Brian Pariani, offensive coaches' assistant; born July 2, 1965, San Francisco, lives in Menlo Park, California. No college or pro playing experience. College coach: UCLA 1989. Pro coach: Joined 49ers in 1991.

Ray Rhodes, defensive coordinator; born October 20, 1950, Mexia, Texas, lives in Pleasanton, California. Running back, Texas Christian 1969-1970, Tulsa 1972-73. Pro defensive back New York Giants 1974-79, San Francisco 49ers 1980. Pro coach: San Francisco 49ers 1980-1991, Green Bay Packers 1992-93, rejoined 49ers in 1994.

Mike Shanahan, offensive coordinator; born August 24, 1952, Oak Park, Illinois, lives in Saratoga, California. Quarterback, Eastern Illinois 1970-73. No pro playing experience. College coach: Oklahoma 1975-76, Northern Arizona 1977, Eastern Illinois 1978, Minnesota 1979, Florida 1980-83. Pro coach: Denver Broncos 1984-87, 1989-1991, Los Angeles Raiders 1988-89 (head coach), joined 49ers in 1992.

Mike Solari, tight ends-offensive line assistant; born January 16, 1955, Daly City, California, lives in Pleasanton, California. Offensive lineman, San Diego State 1975-76. No pro playing experience. College coach: Mira Vista (California) J.C. 1977-78, U.S. International 1979, Boise State 1980, Cincinnati 1981-82, Kansas 1983-85, Pittsburgh 1986, Alabama 1990-91. Pro coach: Dallas Cowboys 1987-88, Phoenix Cardinals 1989, joined 49ers in 1992.

HOW 49ERS WERE BUILT

Year	Draft (26)	Trade (1)	Free Agents (26)
1983 11-7 *1st, NFC West*	G Jesse Sapolu (11)		
1985 10-7 *2nd, NFC West*	WR Jerry Rice (1)		
1986 10-6-1 *1st, NFC West*	WR John Taylor (3) T Steve Wallace (4B)		
1987 13-3 *1st, NFC West*	T Harris Barton (1A)	QB Steve Young (from Tampa Bay)	TE Brent Jones
1989 17-2 *Super Bowl XXIV Champions*	LB Antonio Goss (12A)		
1990 15-3 *1st, NFC West*	RB Dexter Carter (1) DE Dennis Brown (2A) CB Eric Davis (2B)		
1991 10-6 *3rd, NFC West*	RB Ricky Watters (2A) S Merton Hanks (5A) T Harry Boatswain (5B)		QB Bill Musgrave
1992 15-3 *1st, NFC West*	S Dana Hall (1) DE Mark Thomas (4A)		RB Marc Logan G Ralph Tamm P Klaus Wilmsmeyer
1993 11-7 *1st, NFC West*	DT Dana Stubblefield (1A) DE Todd Kelly (1B) G-C Chris Dalman (6) DE Troy Wilson (7) QB Elvis Grbac (8)		S Tim McDonald TE Ted Popson WR Nate Singleton
1994 15-3 *NFC Champions*	DT Bryant Young (1A) RB William Floyd (1B) LB Kevin Mitchell (2A) CB Tyronne Drakeford (2B) K Doug Brien (3A) LB Anthony Peterson (5) LB Lee Woodall (6B)		TE Brett Carolan CB Toi Cook G Derrick Deese DE Richard Dent S Dedrick Dodge DT Rhett Hall DE Tim Harris DE-LB Rickey Jackson RB Derek Loville DE Charles Mann WR Ed McCaffrey G Rod Milstead LB Ken Norton C Bart Oates LB Gary Plummer T Frank Pollack CB Deion Sanders RB Adam Walker

COACHING STAFF

Head Coach Bobby Ross

In the nine seasons prior to Ross's arrival in 1992, San Diego failed to make the playoffs. Since Ross accepted his first NFL head-coaching job, however, the Chargers have won two AFC West titles and advanced to the Super Bowl for the first time in club history.

Ross's Chargers used a ball-control offense and big plays to win the AFC West title in 1994. San Diego ranked second in the AFC in scoring with 381 points, including 10 touchdowns of 50 or more yards.

Ross joined the Chargers after many years as a college head coach, at the Citadel (1973-77), Maryland (1982-86), and Georgia Tech (1987-1991). He posted an overall mark of 94-76-2 and directed Georgia Tech to a share of the national championship in 1990. Ross was a quarterback and defensive back at Virginia Military Institute and began his coaching career there in 1965. The Chargers' assistant coaches:

Bill Arnsparger, defensive coordinator; born December 16, 1926, Paris, Kentucky, lives in San Diego. Tackle, Miami (Ohio) 1946-49. No pro playing experience. College coach: Miami (Ohio) 1950, Ohio State 1951-53, Kentucky 1954-1961, Tulane 1962-63, Louisiana State 1984-86 (head coach), Florida 1987-1991 (athletic director). Pro coach: Baltimore Colts 1964-69, Miami Dolphins 1970-73, 1976-1983, New York Giants 1974-76 (head coach), joined Chargers in 1992.

Sylvester Croom, offensive backs; born September 25, 1954, Tuscaloosa, Alabama, lives in San Diego. Center, Alabama 1971-74. Pro center, New Orleans Saints 1975. College coach: Alabama 1976-1986. Pro coach: Tampa Bay Buccaneers 1987-1990, Indianapolis Colts 1991, joined Chargers in 1992.

John Dunn, strength and conditioning; born July 22, 1956, Hillsdale, New York, lives in San Diego. Guard, Penn State 1974-77. No pro playing experience. College coach: Penn State 1978. Pro coach: Washington Redskins 1984-86, Los Angeles Raiders 1987-89, joined Chargers in 1990.

Frank Falks, H-Backs-tight ends; born March 9, 1943, Tampa, Florida, lives in San Diego. Linebacker, Joplin (Missouri) J.C. 1963-64, Parsons College 1965-66. No pro playing experience. College coach: Parsons College 1967-69, Kansas State 1970-72, Arkansas 1973-77, Wyoming 1978-79, San Diego State 1980, Oklahoma State 1981-82, USC 1983-86, Arizona State 1987-1991, Ohio State 1992-93. Pro coach: Joined Chargers in 1994.

Ralph Friedgen, offensive coordinator; born April 4, 1947, Harrison, New York, lives in San Diego. Guard, Maryland 1967-68. No pro playing experience. College coach: the Citadel 1973-79, William & Mary 1980, Murray State 1981, Maryland 1982-86, Georgia Tech 1987-1991. Pro coach: Joined Chargers in 1992.

Dale Lindsey, linebackers; born January 18, 1943, Bedford, Indiana, lives in San Diego. Linebacker, Western Kentucky 1961-64. Pro linebacker, Cleveland Browns 1965-1973. College coach: Southern Methodist 1988-89. Pro coach: Cleveland Browns 1974, Portland Storm (WFL) 1975, Toronto Argonauts (CFL) 1979-1982, Boston Breakers (USFL) 1983, New Jersey Generals (USFL) 1984-85, Green Bay Packers 1986-87, New England Patriots 1990, Tampa Bay Buccaneers 1991, joined Chargers in 1992.

Carl Mauck, offensive line; born July 7, 1947, McLeansboro, Illinois, lives in San Diego. Linebacker/center, Southern Illinois 1966-68. Pro center, Baltimore Colts 1969, Miami Dolphins 1970, San Diego Chargers 1971-74, Houston Oilers 1975-1981. Pro coach: New Orleans Saints 1982-85, Kansas City Chiefs 1986-88, Tampa Bay Buccaneers 1991, joined Chargers in 1992.

John Misciagna, quality control; born December 11, 1954, Brooklyn, New York, lives in San Diego. Guard, Dickinson College 1973-76. No pro playing experience. College coach: Indiana (Pennsylvania) University 1977, Columbia 1978-79, Maryland 1980-88, Georgia Tech 1989-1991. Pro coach: Joined Chargers in 1992.

Dennis Murphy, defensive line; born October 22, 1940, Endicott, New York, lives in San Diego. Tight end/defensive lineman, Notre Dame 1959-1961. No pro playing experience. College coach: Notre Dame 1968-1974, Colgate 1975, Holy Cross 1976-77, Eastern Michigan 1978-1981, Maryland 1982-1991, Navy 1992-93. Pro coach: Joined Chargers in 1994.

Dwain Painter, quarterbacks; born February 13, 1942, Monroeville, Pennsylvania, lives in San Diego. Quarterback/defensive back, Rutgers 1961-64. No pro playing experience. College coach: San Jose State 1971-72, UCLA 1976-78, Northern Arizona 1979-1981 (head coach), Georgia Tech 1982-85, Texas 1986, Illinois 1987. Pro coach: Pittsburgh Steelers 1988-1991, Indianapolis Colts 1992-93, joined Chargers in 1994.

Chuck Priefer, special teams; born July 26, 1941, Cleveland, lives in San Diego. No college or pro playing experience. College coach: Miami (Ohio) 1977, North Carolina 1978-1983, Kent State 1986, Georgia Tech 1987-1991. Pro coach: Green Bay Packers 1984-85, joined Chargers in 1992.

Willie Shaw, defensive backs; born January 11, 1944, San Diego, lives in San Diego. Cornerback, New Mexico 1966-68. No pro playing experience. College coach: San Diego City College 1970-73, Stanford 1974-76, 1989-91, Long Beach State 1977-78, Oregon 1979, Arizona State 1980-84. Pro coach: Detroit Lions 1985-88, Minnesota Vikings 1992-93, joined Chargers in 1994.

Jerry Sullivan, wide receivers; born July 13, 1944, Miami, lives in San Diego. Quarterback, Florida State 1963-64. No pro playing experience. College coach: Kansas State 1971-72, Texas Tech 1973-75, South Carolina 1976-1982, Indiana 1983, Louisiana State 1984-1990, Ohio State 1991. Pro coach: Joined Chargers in 1992.

HOW CHARGERS WERE BUILT

Year	Draft (24)	Trade (3)	Free Agents (23)/ Waivers (3)
1986 4-12 *5th, AFC West*	DE Leslie O'Neal (1A)		
1989 6-10 *5th, AFC West*	C Courtney Hall (2A)		
1990 6-10 *4th, AFC West*	LB Junior Seau (1)		K John Carney RB Ronnie Harmon
1991 4-12 *5th, AFC West*	S Stanley Richard (1) RB Eric Bieniemy (2B) TE Duane Young (5)	WR Shawn Jefferson (from Houston)	S Darren Carrington T Harry Swayne
1992 12-6 *1st, AFC West*	DE Chris Mims (1) C Curtis Whitley (5A) T Eric Jonassen (5C) DT Reggie White (6) WR Johnnie Barnes (9)	QB Stan Humphries (from Washington)	DT Shawn Lee TE Alfred Pupunu (waivers) CB Sean Vanhorse
1993 8-8 *4th, AFC West*	CB Darrien Gordon (1) RB Natrone Means (2) G Joe Cocozzo (3) DE Raylee Johnson (4A) LB Lewis Bush (4B) S Eric Castle (6) LB Doug Miller (7)		T Stan Brock G Joe Milinichik WR Mark Seay (waivers)
1994 13-5 *AFC Champions*	G Isaac Davis (2A) T Vaughn Parker (2B) WR Andre Coleman (3A) CB Willie Clark (3B) TE Aaron Laing (5A) S Rodney Harrison (5B)	WR Tony Martin (from Miami)	TE David Binn QB Jeff Brohm RB Rodney Culver (waivers) DT Reuben Davis C Greg Engel QB Gale Gilbert LB Dennis Gibson LB David Griggs CB Dwayne Harper RB-LB Steve Hendrickson DT Les Miller TE Shannon Mitchell DT John Parrella DE Cornell Thomas P Bryan Wagner S Lonnie Young

Think Of It As Super Bowl Memorabilia You Can Actually Use.

Super Bowl fans have something extra to cheer about this year – a special Super Bowl limited edition of the new Sports Clicker™ universal remote from ONE FOR ALL®.

With it, you'll find a commemorative Super Bowl sticker to suit up your remote for the big game, as well as 30 NFL team stickers for personalizing your Sports Clicker remote with the team you root for.

And not only are Sports Clicker universal remotes great for watching football, they're also perfect for replacing lost or broken remotes for TVs, VCRs, Cable Boxes and CD Players, as well as eliminating the clutter of separate remotes.

To order your Super Bowl edition of the Sports Clicker remote – specially priced at just $29.95 plus $3.95 for shipping and handling – call 1-800-950-5795. Or visit us in the ONE FOR ALL booth at the NFL Experience. But hurry! The clock is running out on a limited offer that's guaranteed to bring football fans to their feet.

ONE FOR ALL offers a full line of easy-to-use remote controls.

Special Super Bowl Edition Remote!

$29.95

VISA MasterCard

Allow 2-4 weeks for delivery. MasterCard and Visa accepted. No CODs. Ohio residents add 5.5% sales tax. Offer expires March 31, 1995.

Super Bowl, NFL and NFL Experience are trademarks of the National Football League.

To Order Your Special Super Bowl Sports Clicker Remote, Call 1-800-950-5795.

The BUONICONTI FUND

$5.00 From Every Sale Goes To Charity.

$5.00 from every sale of this special edition Sports Clicker remote will be donated to the Buoniconti Fund, a non-profit organization devoted to spinal cord injury research. Not only will your purchase buy you a great remote control, it will go a long way toward discovering a cure for one of the most debilitating of injuries.

ONE FOR ALL® UNIVERSAL REMOTES

CLUB DIRECTORY

George Seifert	Head Coach
Jerry Attaway	Assistant Coach
Michael Barnes	Assistant Coach
Dwaine Board	Assistant Coach
Neal Dahlen	Assistant Coach
Tom Holmoe	Assistant Coach
Carl Jackson	Assistant Coach
Larry Kirksey	Assistant Coach
Gary Kubiak	Assistant Coach
Alan Lowry	Assistant Coach
John Marshall	Assistant Coach
Bobb McKittrick	Assistant Coach
Bill McPherson	Assistant Coach
Brian Pariani	Assistant Coach
Ray Rhodes	Assistant Coach
Mike Shanahan	Assistant Coach
Mike Solari	Assistant Coach
CLUB PERSONNEL	
Edward J. DeBartolo, Jr.	Owner
Franklin Mieuli	Limited Partner
Carmen Policy	President
John McVay	Vice President/Football Administration
Keith Simon	Vice President/Business Operations & Chief Financial Officer
Laurie Albrecht	Director of Marketing/Promotions
Lynn Carrozzi	Ticket Manager
Dwight Clark	Coordinator of Football Operations & Player Personnel
Lisa DeBartolo	Director of 49ers Foundation
Murlan (Mo) Fowell	Director of Stadium Operations
Melrene Frear	Controller
Rodney Knox	Director of Public & Community Relations
R.C. Owens	Executive Assistant/Alumni Coordinator
Allan Webb	Director of Pro Personnel
Vinny Cerrato	Director of College Scouting
Bo Pellini	Scouting Assistant
Jim Abrams	East Region Scout
John Brunner	East and Midwest Region Scout
Mike Faulkiner	West Region Scout
Jim Gruden	South Region Scout
Billy Wilson	West Region Scout
Lindsy McLean	Trainer
Ray Tufts	Assistant Trainer
Scottie Patton	Training Assistant
Michael Dillingham, M.D.	Physician
James B. Klint, M.D.	Physician
Robert Bonahoom, D.D.S.	Dentist
Dominic Corsell	Business Office
Harry Edwards, Ph.D.	Special Consultant
Jason Fery	Equipment Assistant
Bill Fox	Gameday Photographer
Richard Genoff	Sports Turf Manager/Head Groundskeeper
Bronco Hinek	Equipment Manager
Ron Juanso	Publications Coordinator
Anthony Lozano	Facilities Manager
Darla Maeda	Public & Community Relations Assistant
Jim Mercurio	Assistant Director of Stadium Operations
Michael Olmstead	Entertainment Coordinator
John Ottoboni	Legal Counsel
Dave Rahn	Assistant Director of Public Relations
Rick Sandoval	Security Manager
Donn Sinn	Historian
Maggie Valencia	Marketing/Promotions Assistant
Ted Walsh	Assistant Equipment Manager
Jim Wyatt	Stadium Operations Coordinator
Robert Yanagi	Video Operations Director
Michael Zagaris	Photographer
Donna Barnes	Ticket Office/Stadium Operations
Vance Bigham	Security
Gary Burcham	Maintenance Assistant/Stadium Operations
Thu Cao	Business Office/Insurance
Angela Christiansen	Pro Personnel
Suzette Cox	Assistant Coaches
Faye Donovan	President's Office
Berit Einsiedl	Receptionist/Fan Mail
Sandy Fontana	Business Operations
Jules Gitelman	Stadium Operations
Aaron Guglielmelli	Security
Pat Hatch	Accounts Payable/Gameday Payroll
Nikki Hawkins	Business Office
Hilary Heuermann	Computers/Football Administration
Carole Larson	Merchandising
Barbi Leach	College Scouting
Nancy Lew	Business Office
Carri Parham	Receptionist/Highlight Tapes
Ben Parks, Jr.	Security
Martha Robinson	Head Coach's Office
Raul Sandoval	Housekeeping
Tony Silveira	Housekeeping
Karen Spaur	Payroll
Gail Tobriner	Ticket Office
Jimmy Vaughn	Security
Cindy Walters	Public Relations

49ERS ALPHABETICAL ROSTER

No.	Player	Pos.	Ht.	Wt.	Birthdate	NFL Exp.	College
79	Barton, Harris	T	6-4	286	4/19/64	8	North Carolina
65	Boatswain, Harry	T	6-4	295	6/26/69	4	New Haven
4	Brien, Doug	K	5-11	177	11/24/70	R	California
96	Brown, Dennis	DE	6-4	290	11/6/67	5	Washington
86	Carolan, Brett	TE	6-3	241	3/10/71	R	Washington State
35	Carter, Dexter	RB	5-9	174	9/15/67	5	Florida State
41	Cook, Toi	CB	5-11	188	12/3/64	8	Stanford
67	Dalman, Chris	G-C	6-3	285	3/15/70	2	Stanford
25	Davis, Eric	CB	5-11	178	1/26/68	5	Jacksonville State
63	Deese, Derrick	G	6-3	270	5/17/70	3	Southern California
95	Dent, Richard	DE	6-4	265	12/13/60	12	Tennessee State
33	Dodge, Dedrick	S	6-2	184	6/14/67	3	Florida State
22	Drakeford, Tyronne	CB	5-9	185	6/21/71	R	Virginia Tech
40	Floyd, William	RB	6-1	242	2/17/72	R	Florida State
98	Goss, Antonio	LB	6-4	228	8/11/66	5	North Carolina
18	Grbac, Elvis	QB	6-5	232	8/13/70	2	Michigan
28	Hall, Dana	S	6-2	206	7/8/69	3	Washington
91	Hall, Rhett	DT	6-2	260	12/5/68	2	California
36	Hanks, Merton	S	6-2	185	3/12/68	4	Iowa
99	Harris, Tim	DE	6-6	265	9/10/64	9	Memphis State
57	Jackson, Rickey	DE-LB	6-2	245	3/20/58	14	Pittsburgh
84	Jones, Brent	TE	6-4	230	2/12/63	8	Santa Clara
58	Kelly, Todd	DE	6-2	259	11/27/70	2	Tennessee
43	Logan, Marc	RB	6-0	212	5/9/65	7	Kentucky
20	Loville, Derek	RB	5-10	205	7/4/68	3	Oregon
71	Mann, Charles	DE	6-6	272	4/12/61	12	Nevada
81	McCaffrey, Ed	WR	6-5	215	8/17/68	4	Stanford
46	McDonald, Tim	S	6-2	215	1/26/65	8	Southern California
69	Milstead, Rod	G	6-2	290	11/10/69	3	Delaware State
55	Mitchell, Kevin	LB	6-1	260	1/1/71	R	Syracuse
14	Musgrave, Bill	QB	6-3	210	11/11/67	4	Oregon
51	Norton, Ken	LB	6-2	241	9/29/66	7	UCLA
66	Oates, Bart	C	6-4	275	12/16/58	10	Brigham Young
53	Peterson, Anthony	LB	6-0	223	1/23/72	R	Notre Dame
50	Plummer, Gary	LB	6-2	247	1/26/60	9	California
75	Pollack, Frank	T	6-5	285	11/5/67	4	Northern Arizona
85	Popson, Ted	TE	6-4	250	9/10/66	1	Portland State
80	Rice, Jerry	WR	6-2	200	10/13/62	10	Mississippi Valley State
21	Sanders, Deion	CB	6-0	185	8/9/67	6	Florida State
61	Sapolu, Jesse	G	6-4	278	3/10/61	12	Hawaii
88	Singleton, Nate	WR	5-11	190	7/5/68	3	Grambling State
94	Stubblefield, Dana	DT	6-2	302	11/14/70	2	Kansas
64	Tamm, Ralph	G	6-4	280	3/11/66	7	West Chester
82	Taylor, John	WR	6-1	185	3/31/62	9	Delaware State
72	Thomas, Mark	DE	6-5	273	5/6/69	3	North Carolina State
27	Walker, Adam	RB	6-1	210	6/7/68	2	Pittsburgh
74	Wallace, Steve	T	6-5	280	12/27/64	9	Auburn
32	Watters, Ricky	RB	6-1	212	4/7/69	4	Notre Dame
10	Wilmsmeyer, Klaus	P	6-1	210	12/4/67	3	Louisville
92	Wilson, Troy	DE	6-4	250	11/20/70	2	Pittsburg State
54	Woodall, Lee	LB	6-0	220	10/31/69	R	West Chester
97	Young, Bryant	DT	6-2	276	1/27/72	R	Notre Dame
8	Young, Steve	QB	6-2	205	10/11/61	10	Brigham Young

DEPTH CHART

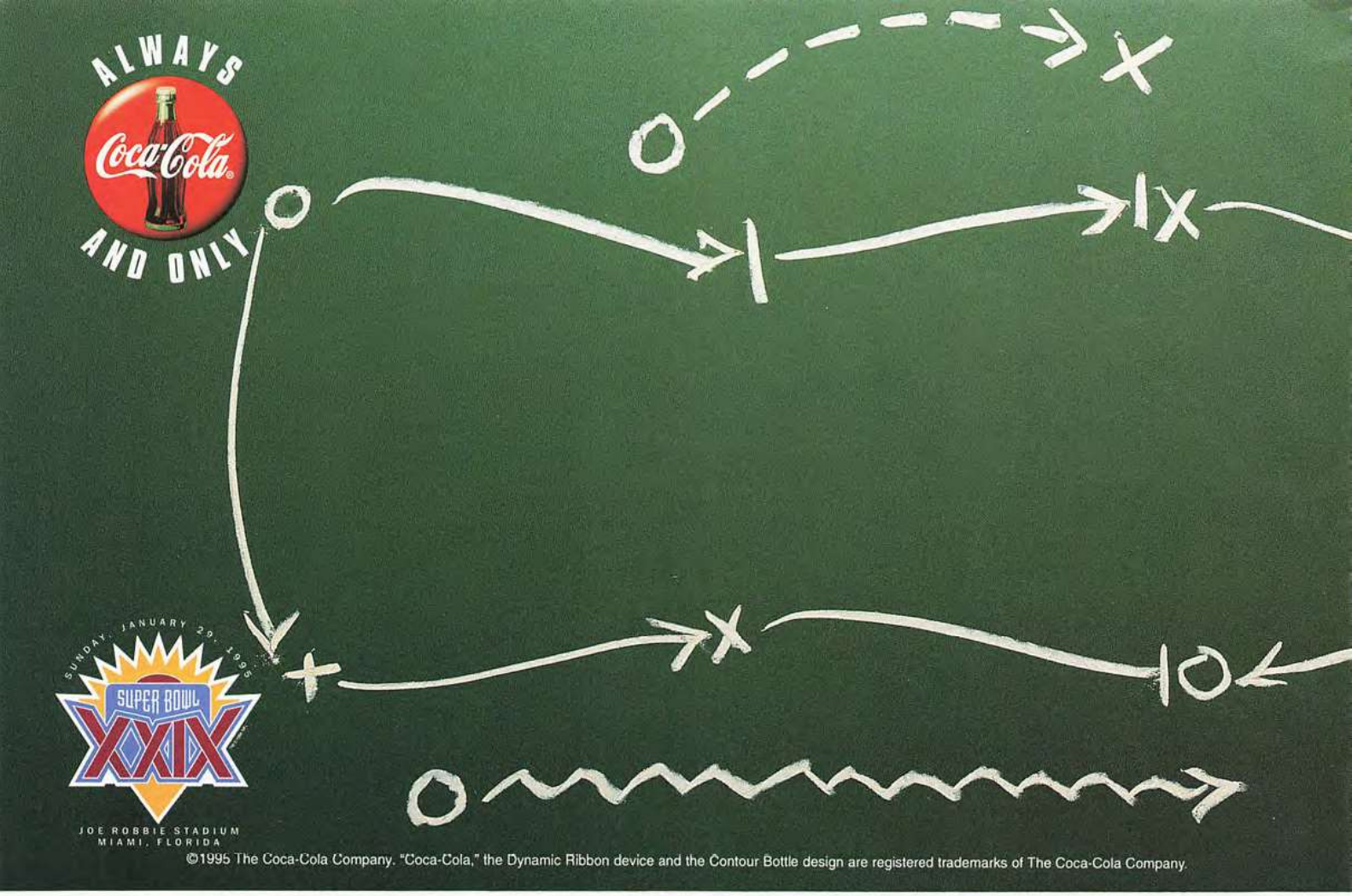
Offense							
WR	82	John Taylor	88	Nate Singleton			
LT	74	Steve Wallace	75	Frank Pollack			
LG	61	Jesse Sapolu	67	Chris Dalman	69	Rod Milstead	
C	66	Bart Oates	67	Chris Dalman			
RG	63	Derrick Deese	69	Rod Milstead	64	Ralph Tamm	
RT	79	Harris Barton	75	Frank Pollack	65	Harry Boatswain	
TE	84	Brent Jones	85	Ted Popson	86	Brett Carolan	
WR	80	Jerry Rice	81	Ed McCaffrey			
QB	8	Steve Young	18	Elvis Grbac	14	Bill Musgrave	
RB	32	Ricky Watters	35	Dexter Carter	20	Derek Loville	
RB	40	William Floyd	43	Marc Logan	27	Adam Walker	
Defense							
LE	96	Dennis Brown	99	Tim Harris	71	Charles Mann	
			92	Troy Wilson	58	Todd Kelly	
LT	97	Bryant Young	91	Rhett Hall			
RT	94	Dana Stubblefield	91	Rhett Hall			
RE	57	Rickey Jackson	58	Todd Kelly	95	Richard Den	
					72	Mark Thomas	
LLB	54	Lee Woodall	98	Antonio Goss			
MLB	50	Gary Plummer	55	Kevin Mitchell			
RLB	51	Ken Norton	53	Anthony Peterson			
LCB	25	Eric Davis	41	Toi Cook			
RCB	21	Deion Sanders	41	Toi Cook	22	Tyronne Drakeford	
SS	46	Tim McDonald	33	Dedrick Dodge			
FS	36	Merton Hanks	28	Dana Hall	33	Dedrick Dodge	
Specialists							
P	10	Klaus Wilmsmeyer					
K	4	Doug Brien	10	Klaus Wilmsmeyer			
KO	4	Doug Brien	10	Klaus Wilmsmeyer			
H	10	Klaus Wilmsmeyer	18	Elvis Grbac	14	Bill Musgrave	
PR	35	Dexter Carter	88	Nate Singleton	21	Deion Sanders	
KR	35	Dexter Carter	20	Derek Loville	88	Nate Singleton	
PC	85	Ted Popson	66	Bart Oates	64	Ralph Tamm	
KC	66	Bart Oates	64	Ralph Tamm			

Please stay to the right.

It's not many luxury-performance sedans that can scare traffic into the slow lane on looks alone. But that's how the new Aurora is. Aggressive. Bold. With a 32-valve, 250hp, DOHC V8, ABS, leather,* walnut and CD stereo sound. All of which make the left-hand lane a much more enjoyable place to be. Aurora by Oldsmobile. See what happens when you Demand Better. 1-800-718-7778.

AURORA
An American Dream

GM © 1994 GM Corp. All rights reserved. Buckle Up, America! Aurora is a trademark of General Motors Corp.
*Aurora seating areas trimmed in leather.



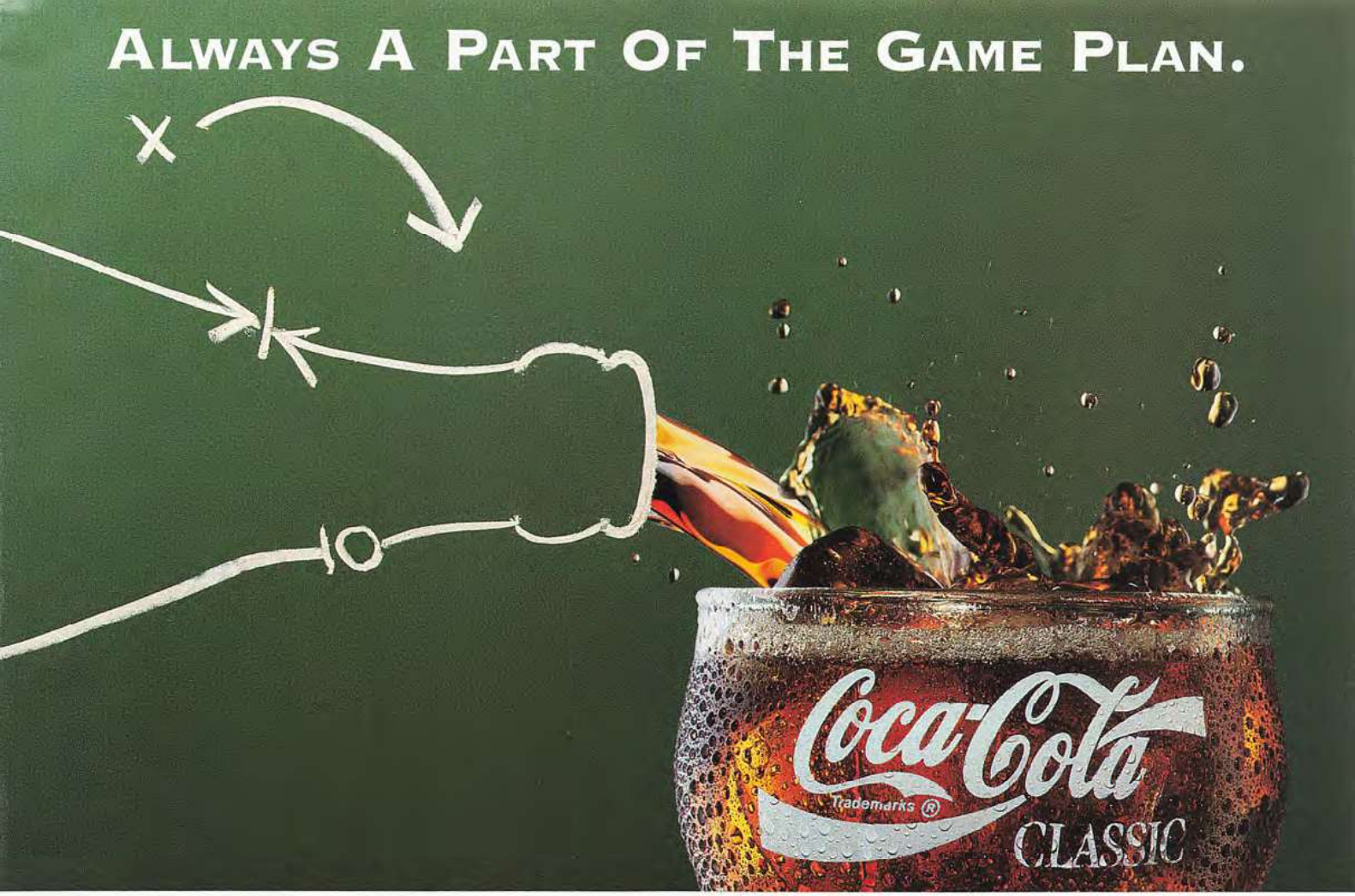
©1995 The Coca-Cola Company. "Coca-Cola," the Dynamic Ribbon device and the Contour Bottle design are registered trademarks of The Coca-Cola Company.

NFC STARTING LINEUPS

	49ERS OFFENSE		49ERS DEFENSE	
82	John Taylor	WR	96 Dennis Brown	LE
74	Steve Wallace	LT	97 Bryant Young	LT
61	Jesse Sapolu	LG	94 Dana Stubblefield	RT
66	Bart Oates	C	57 Rickey Jackson	RE
63	Derrick Deese	RG	54 Lee Woodall	LLB
79	Harris Barton	RT	50 Gary Plummer	MLB
84	Brent Jones	TE	51 Ken Norton	RLB
80	Jerry Rice	WR	25 Eric Davis	LCB
8	Steve Young	QB	21 Deion Sanders	RCB
32	Ricky Watters	RB	46 Tim McDonald	SS
40	William Floyd	RB	36 Merton Hanks	FS

NUMERICAL ROSTER

No.	Name	Pos.
4	Doug Brien	K
8	Steve Young	QB
10	Klaus Wilmsmeyer	P
14	Bill Musgrave	QB
18	Elvis Grbac	QB
20	Derek Loville	RB
21	Deion Sanders	CB
22	Tyronne Drakeford	CB
25	Eric Davis	CB
27	Adam Walker	RB
28	Dana Hall	S
32	Ricky Watters	RB
33	Dedrick Dodge	S
35	Dexter Carter	RB
36	Merton Hanks	S
40	William Floyd	RB
41	Toi Cook	CB
43	Marc Logan	RB
46	Tim McDonald	S
50	Gary Plummer	LB
51	Ken Norton	LB
53	Anthony Peterson	LB
54	Lee Woodall	LB
55	Kevin Mitchell	LB
57	Rickey Jackson	DE-LB
58	Todd Kelly	DE
61	Jesse Sapolu	G
63	Derrick Deese	G
64	Ralph Tamm	G
65	Harry Boatswain	T
66	Bart Oates	C
67	Chris Dalman	G-C
69	Rod Milstead	G
71	Charles Mann	DE
72	Mark Thomas	DE
74	Steve Wallace	T
75	Frank Pollack	T
79	Harris Barton	T
80	Jerry Rice	WR
81	Ed McCaffrey	WR
82	John Taylor	WR
84	Brent Jones	TE
85	Ted Popson	TE
86	Brett Carolan	TE
88	Nate Singleton	WR
91	Rhett Hall	DT
92	Troy Wilson	DE
94	Dana Stubblefield	DT
95	Richard Dent	DE
96	Dennis Brown	DE
97	Bryant Young	DT
98	Antonio Goss	LB
99	Tim Harris	DE



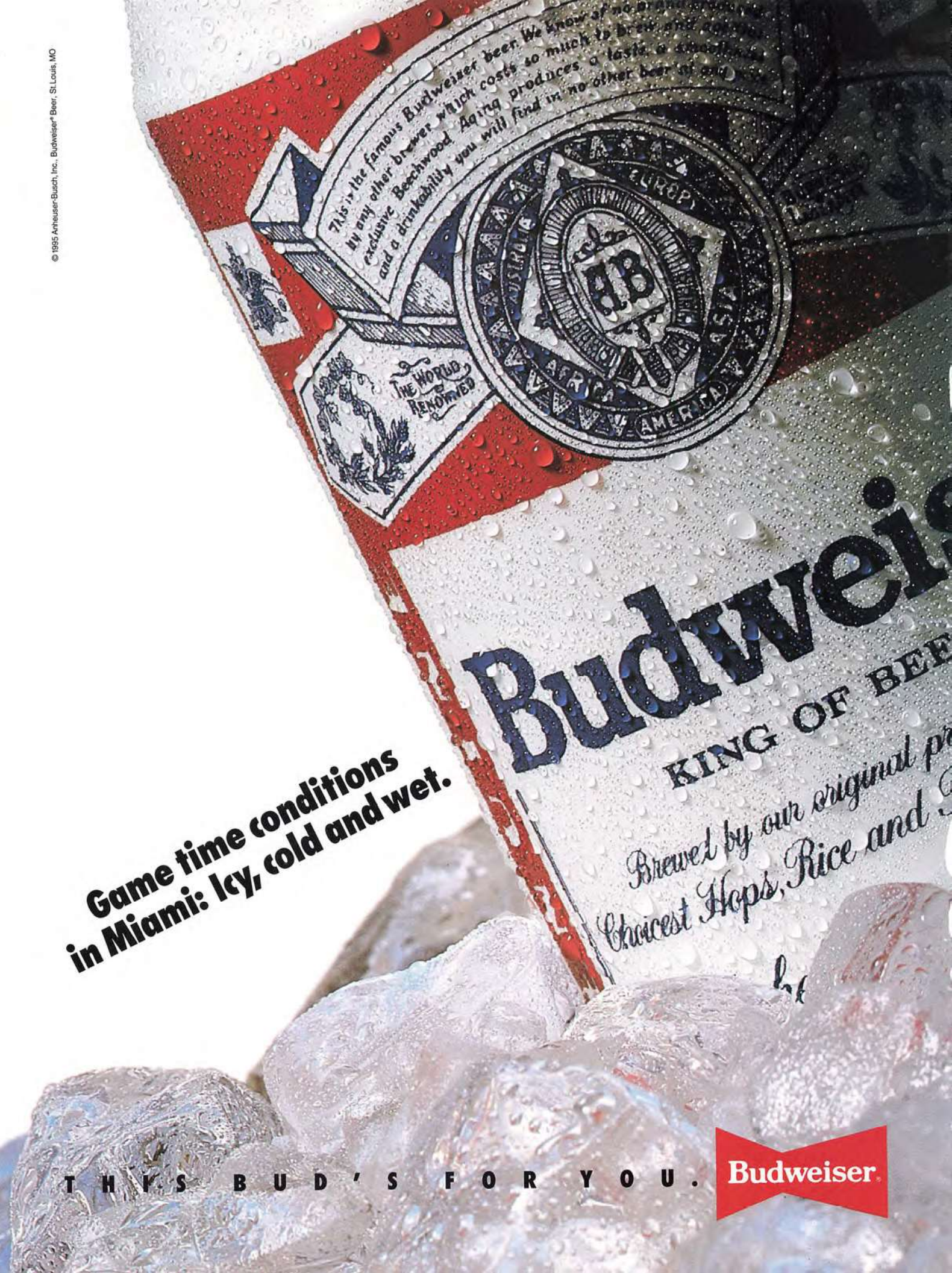
AFC STARTING LINEUPS

CHARGERS OFFENSE		CHARGERS DEFENSE	
80	Shawn Jefferson ... WR	94	Chris Mims ... LE
72	Harry Swayne ... LT	98	Shawn Lee ... LT
68	Joe Cocozzo ... LG	93	Reuben Davis ... RT
53	Courtney Hall ... C	91	Leslie O'Neal ... RE
71	Joe Milinichik ... RG	92	David Griggs ... OLB
67	Stan Brock ... RT	57	Dennis Gibson ... ILB
87	Duane Young ... TE	55	Junior Seau ... ILB
82	Mark Seay ... WR	21	Darrien Gordon ... LCB
12	Stan Humphries ... QB	28	Dwayne Harper ... RCB
86	Alfred Pupunu ... TE	29	Darren Carrington ... SS
20	Natrone Means ... RB	24	Stanley Richard ... FS

NUMERICAL ROSTER

No.	Name	Pos.
3	John Carney	K
9	Bryan Wagner	P
11	Jeff Brohm	QB
12	Stan Humphries	QB
13	Gale Gilbert	QB
20	Natrone Means	RB
21	Darrien Gordon	CB
24	Stanley Richard	S
25	Sean Vanhorse	CB
28	Dwayne Harper	CB
29	Darren Carrington	S
31	Willie Clark	CB
32	Eric Bieniemy	RB
33	Ronnie Harmon	RB
34	Steve Hendrickson	RB-LB
35	Rodney Culver	RB
37	Rodney Harrison	S
43	Lonnie Young	S
44	Eric Castle	S
50	David Binn	TE
53	Courtney Hall	C
54	Doug Miller	LB
55	Junior Seau	LB
57	Dennis Gibson	LB
58	Lewis Bush	LB
60	Greg Engel	C
64	Curtis Whitley	C
67	Stan Brock	T
68	Joe Cocozzo	G
70	Vaughn Parker	T
71	Joe Milinichik	G
72	Harry Swayne	T
73	Isaac Davis	G
74	Eric Jonassen	T
79	Cornell Thomas	DE
80	Shawn Jefferson	WR
81	Tony Martin	WR
82	Mark Seay	WR
83	Andre Coleman	WR-KR
84	Aaron Laing	TE
85	Johnnie Barnes	WR
86	Alfred Pupunu	TE
87	Duane Young	TE
89	Shannon Mitchell	TE
90	Reggie White	DT
91	Leslie O'Neal	DE
92	David Griggs	LB
93	Reuben Davis	DT
94	Chris Mims	DE
95	Les Miller	DT
97	John Parrella	DT
98	Shawn Lee	DT
99	Raylee Johnson	DE

© 1995 Anheuser-Busch, Inc., Budweiser® Beer, St. Louis, MO


This is the famous Budweiser beer. We know of no brand produced by any other brewer which costs so much to brew and mature. The exclusive Beechwood Aging produces a taste, a smoothness and a drinkability you will find in no other beer at any
THE WORLD RENOWNED
EUROPE
AFRICA
AMERICA
ASIA
Budweis
KING OF BEE
Brewed by our original pr
Choicest Hops, Rice and

Game time conditions in Miami: Icy, cold and wet.

THIS BUD'S FOR YOU.

Budweiser®

CLUB DIRECTORY

Bobby Ross	Head Coach
Bill Arnsparger	Assistant Coach
Sylvester Croom	Assistant Coach
John Dunn	Assistant Coach
Frank Falks	Assistant Coach
Ralph Friedgen	Assistant Coach
Stan Kwan	Assistant Coach
Dale Lindsey	Assistant Coach
Carl Mauck	Assistant Coach
John Misciagna	Assistant Coach
Chip Morton	Assistant Coach
Dennis Murphy	Assistant Coach
Kevin O'Dea	Assistant Coach
Dwain Painer	Assistant Coach
Chuck Priefer	Assistant Coach
Willie Shaw	Assistant Coach
Jerry Sullivan	Assistant Coach
CLUB PERSONNEL	
Alex Spanos	Chairman of Board/President
Dean Spanos	Vice Chairman
Bobby Beathard	General Manager
Dick Daniels	Assistant General Manager
Billy Devaney	Director of Player Personnel
Rudy Feldman	Director of Pro Personnel
John Hinek	Director of College Scouting
Marty Hurney	Coordinator of Football Operations
Don Lindemann	Administrative Assistant/Player Personnel
Jeff Beathard	Scout
Jim Jauch	Scout
Annamary Howard	Secretary
Karen Hudson	Secretary
Gene B. Leff	Director of Video Operations
Dave Arabia	Video Assistant
Bob Dilley	Video Assistant
Sid Brooks	Equipment Manager
Bob Wick	Assistant Equipment Manager
Chris Smith	Equipment Assistant
Keoki Kamau	Trainer
Andy Myerson	Assistant Trainer
Steve Rocereto	Assistant Trainer
Dr. Paul Black	Physician
Dr. Richard S. Gilbert	Physician
Dr. Gary Losse	Physician
Dr. Dan Robertson	Physician
Kelly Hay	Secretary
Tammy Renich	Secretary
Jeremiah T. Murphy	Vice President of Finance
Jeanne Bonk	Chief Financial & Administrative Officer
Sheila Undeland	Assistant to Chief Financial Officer
Liz Gurnell	Accountant
Ken Mickelsen	Coordinator of Computer Operations
Patrick M. Curran	Business Manager
Tim Todd	Assistant to Business Manager
Georgette Rogers	Receptionist
Paul Chapman	Head Staff Assistant
Brian Duddy	Staff Assistant
Gabe Garcia	Staff Assistant
Lance Newmark	Staff Assistant
Ted Sprink	Director/Executive Sales
Scott Finders	Skybox Suites Sales Executive
Steve Miller	Skybox Suites Sales Executive
Lory Fabian	Skybox Suites Coordinator
Marcos Garcia	Assistant Skybox Suites Coordinator
Rich Israel	Director of Marketing
Paul Restelli	Marketing Manager
Dave Miller	Senior Account Executive
Sean O'Connor	Ticket Marketing Manager
Dan McLean	Ticket Sales Executive
Kevin Stelter	Ticket Sales Executive
Nele Berner	Marketing Assistant
Tom Ceterski	Television Producer
Bill Johnston	Director of Public Relations
David Neville	Assistant Director of Public Relations
Pat Rogers	Administrative Assistant
Dick Lewis	Community Relations Assistant
Joe Scott	Director of Ticket Operations
Patti Barban	Assistant Director of Ticket Operations
Jeff Risley	Assistant Director of Ticket Operations
Linda Gross	Administrative Assistant
Kevin McLain	Ticket Staff Assistant
Debbie Pedersen	Ticket Staff Assistant
Maryann Silva	Ticket Staff Assistant

CHARGERS ALPHABETICAL ROSTER

No.	Player	Pos.	Ht.	Wt.	Birthdate	NFL Exp.	College
85	Barnes, Johnnie	WR	6-1	180	7/21/68	3	Hampton
32	Bieniemy, Eric	RB	5-7	205	8/15/69	4	Colorado
50	Binn, David	TE	6-3	240	2/6/72	R	California
67	Brock, Stan	T	6-6	295	6/8/58	15	Colorado
11	Brohm, Jeff	QB	6-1	200	4/24/71	R	Louisville
58	Bush, Lewis	LB	6-2	245	12/2/69	2	Washington State
3	Carney, John	K	5-11	170	4/20/64	5	Notre Dame
29	Carrington, Darren	S	6-2	200	10/10/66	6	Northern Arizona
44	Castle, Eric	S	6-3	212	3/15/70	2	Oregon
31	Clark, Willie	CB	5-10	186	1/6/72	R	Notre Dame
68	Cocozzo, Joe	G	6-4	300	8/7/70	2	Michigan
83	Coleman, Andre	WR-KR	5-9	162	9/19/72	R	Kansas State
35	Culver, Rodney	RB	5-9	224	12/23/69	3	Notre Dame
73	Davis, Isaac	G	6-3	320	4/8/72	R	Arkansas
93	Davis, Reuben	DT	6-5	320	5/7/65	7	North Carolina
60	Engel, Greg	C	6-3	285	1/18/71	R	Illinois
57	Gibson, Dennis	LB	6-2	240	2/8/64	8	Iowa State
13	Gilbert, Gale	QB	6-3	209	12/20/61	9	California
21	Gordon, Darrien	CB	5-11	182	11/14/70	2	Stanford
92	Griggs, David	LB	6-3	250	2/5/67	6	Virginia
53	Hall, Courtney	C	6-1	281	8/26/68	6	Rice
33	Harmon, Ronnie	RB	5-11	207	5/7/64	9	Iowa
28	Harper, Dwayne	CB	5-11	175	3/29/66	7	South Carolina State
37	Harrison, Rodney	S	6-0	201	12/15/72	R	Western Illinois
34	Hendrickson, Steve	TE-LB	6-0	250	8/30/66	6	California
12	Humphries, Stan	QB	6-2	223	4/14/65	6	Northeast Louisiana
80	Jefferson, Shawn	WR	5-11	180	2/22/69	4	Central Florida
99	Johnson, Raylee	DE	6-3	265	6/1/70	2	Arkansas
74	Jonassen, Eric	T	6-5	310	8/16/68	3	Bloomsburg College
84	Laing, Aaron	TE	6-3	264	7/19/71	R	New Mexico State
98	Lee, Shawn	DT	6-2	300	10/24/66	7	North Alabama
81	Martin, Tony	WR	6-0	181	9/5/65	5	Mesa, Colo.
20	Means, Natrone	RB	5-10	245	4/26/72	2	North Carolina
71	Milinichik, Joe	G	6-5	300	3/30/63	9	North Carolina State
54	Miller, Doug	LB	6-3	245	10/29/69	2	South Dakota State
95	Miller, Les	DT	6-7	285	3/1/65	8	Fort Hays State
94	Mims, Chris	DE	6-5	290	9/29/70	3	Tennessee
89	Mitchell, Shannon	TE	6-2	245	3/28/72	R	Georgia
91	O'Neal, Leslie	DE	6-4	265	5/7/64	9	Oklahoma State
70	Parker, Vaughn	T	6-3	296	6/5/71	R	UCLA
97	Parrella, John	DT	6-3	290	11/22/69	2	Nebraska
86	Pupunu, Alfred	TE	6-2	265	10/17/69	3	Weber State
24	Richard, Stanley	S	6-2	201	10/21/67	4	Texas
55	Seau, Junior	LB	6-3	250	1/19/69	5	Southern California
82	Seay, Mark	WR	6-0	175	4/11/67	2	Long Beach State
72	Swayne, Harry	T	6-5	295	2/2/65	8	Rutgers
79	Thomas, Cornell	DE	6-3	270	11/11/72	R	West Georgia
25	Vanhorse, Sean	CB	5-10	180	7/22/68	5	Howard
9	Wagner, Bryan	P	6-2	200	3/28/62	7	Cal State-Northridge
90	White, Reggie	DT	6-4	300	3/22/70	3	North Carolina A&T
64	Whitley, Curtis	C	6-1	285	5/10/69	3	Clemson
87	Young, Duane	TE	6-1	270	5/29/68	4	Michigan State
43	Young, Lonnie	S	6-1	195	7/18/63	10	Michigan State

DEPTH CHART

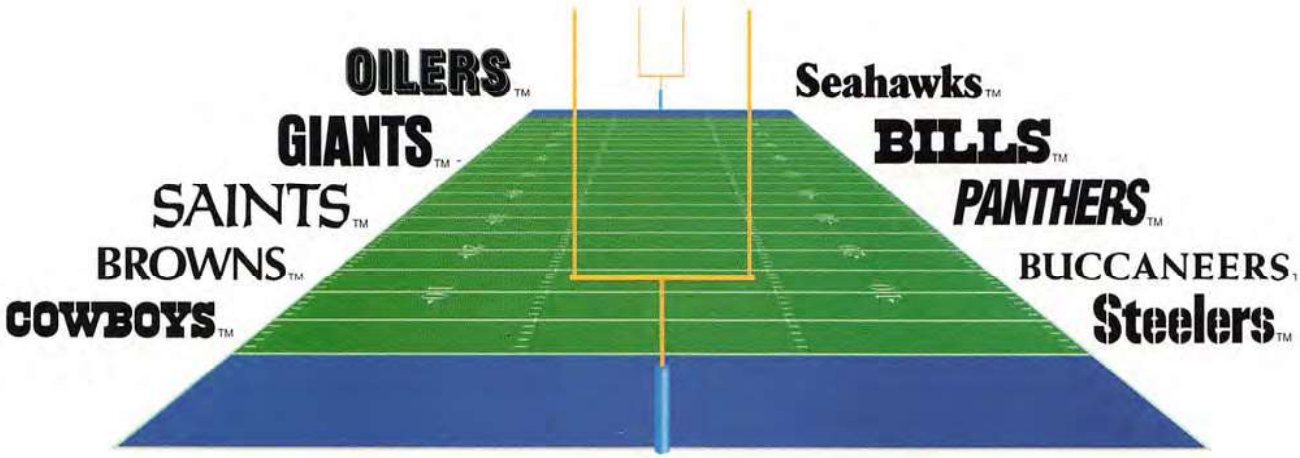
Offense							
WR	— 80	Shawn Jefferson	81	Tony Martin			
LT	— 72	Harry Swayne	74	Eric Jonassen	70	Vaughn Parker	
LG	— 68	Joe Cocozzo	73	Isaac Davis			
C	— 53	Courtney Hall	64	Curtis Whitley	60	Greg Engel	
RG	— 71	Joe Milinichik	74	Eric Jonassen			
RT	— 67	Stan Brock	74	Eric Jonassen	70	Vaughn Parker	
TE	— 87	Duane Young	84	Aaron Laing			
WR	— 82	Mark Seay	85	Johnnie Barnes	83	Andre Coleman	
QB	— 12	Stan Humphries	13	Gale Gilbert	11	Jeff Brohm	
TE	— 86	Alfred Pupunu	89	Shannon Mitchell	34	Steve Hendrickson	
RB	— 20	Natrone Means	33	Ronnie Harmon	32	Eric Bieniemy	
					35	Rodney Culver	
Defense							
LE	— 94	Chris Mims	99	Raylee Johnson	79	Cornell Thomas	
LT	— 98	Shawn Lee	97	John Parrella			
RT	— 93	Reuben Davis	90	Reggie White	95	Les Miller	
RE	— 91	Leslie O'Neal	99	Raylee Johnson			
OLB	— 92	David Griggs	34	Steve Hendrickson			
ILB	— 57	Dennis Gibson	54	Doug Miller			
ILB	— 55	Junior Seau	58	Lewis Bush			
LCB	— 21	Darrien Gordon	31	Willie Clark			
RCB	— 28	Dwayne Harper	25	Sean Vanhorse			
SS	— 29	Darren Carrington	43	Lonnie Young	37	Rodney Harrison	
FS	— 24	Stanley Richard	44	Eric Castle			
Specialists							
P	— 9	Bryan Wagner	3	John Carney			
K	— 3	John Carney					
KO	— 3	John Carney					
H	— 13	Gale Gilbert	9	Bryan Wagner			
PR	— 21	Darrien Gordon	83	Andre Coleman	82	Mark Seay	
					81	Tony Martin	
KR	— 83	Andre Coleman	81	Tony Martin	82	Mark Seay	
PC	— 50	David Binn	64	Curtis Whitley			
KC	— 50	David Binn	64	Curtis Whitley			

Around the League, we know the score.

NFL Enterprises **NFL League Office**

NFL Charities **NFL Management Council** **NFL Films, Inc.**

NFL Properties, Inc. **NFL International**



Arthur Andersen is the leading provider of audit, tax, business expertise and appraisal services to the NFL and its Member Clubs.

We're your other scorekeeper.

ARTHUR ANDERSEN

ARTHUR ANDERSEN & CO. SC

49ERS PLAYERS AND STAFF

Edward J. DeBartolo, Jr.
Owner

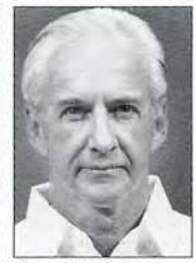
Carmen Policy
President

Keith Simon
VP-Business Operations & CFO

John McVay
VP-Football Administration

Dwight Clark
Coordinator Football Operations

Vinny Cerrato
Director College Scouting



George Seifert
Head Coach

4 Doug Brien
Kicker

8 Steve Young
Quarterback

10 Klaus Wilmsmeyer
Punter

14 Bill Musgrave
Quarterback

18 Elvis Grbac
Quarterback

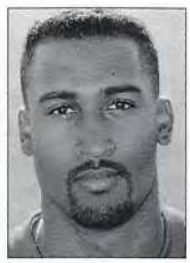
20 Derek Loville
Running Back

21 Deion Sanders
Cornerback

22 Tyronne Drakeford
Cornerback

25 Eric Davis
Cornerback

27 Adam Walker
Running Back



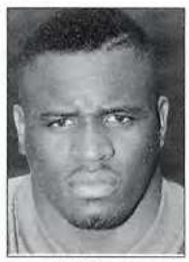
28 Dana Hall
Safety

32 Ricky Watters
Running Back

33 Dedrick Dodge
Safety

35 Dexter Carter
Running Back

36 Merton Hanks
Safety



40 William Floyd
Running Back

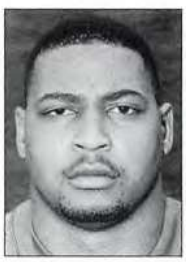
41 Toi Cook
Cornerback

43 Marc Logan
Running Back

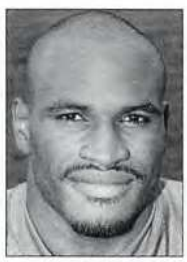
46 Tim McDonald
Safety

50 Gary Plummer
Linebacker

51 Ken Norton
Linebacker



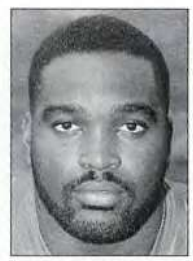
53 Anthony Peterson
Linebacker



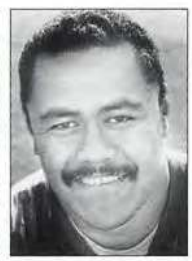
54 Lee Woodall
Linebacker

55 Kevin Mitchell
Linebacker

57 Rickey Jackson
Defensive End-Linebacker



58 Todd Kelly
Defensive End



61 Jesse Sapolu
Guard

63 Derrick Deese
Guard

64 Ralph Tamm
Guard

65 Harry Boatswain
Tackle

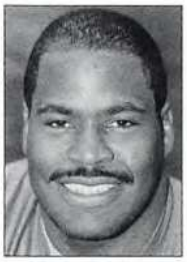
66 Bart Oates
Center

67 Chris Dalman
Guard-Center

69 Rod Milstead
Guard

71 Charles Mann
Defensive End

72 Mark Thomas
Defensive End



74 Steve Wallace
Tackle

75 Frank Pollack
Tackle

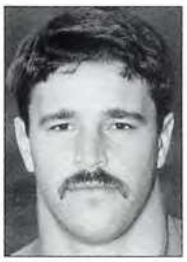
79 Harris Barton
Tackle

80 Jerry Rice
Wide Receiver

81 Ed McCaffrey
Wide Receiver

82 John Taylor
Wide Receiver

84 Brent Jones
Tight End



85 Ted Popson
Tight End

86 Brett Carolan
Tight End

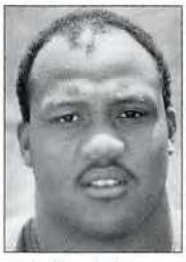
88 Nate Singleton
Wide Receiver

91 Rhett Hall
Defensive End

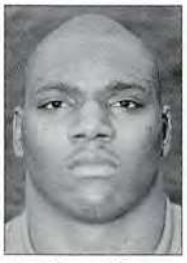
92 Troy Wilson
Defensive End

94 Dana Stubblefield
Defensive Tackle

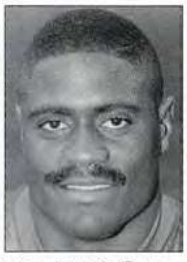
95 Richard Dent
Defensive End



96 Dennis Brown
Defensive End



97 Bryant Young
Defensive Tackle

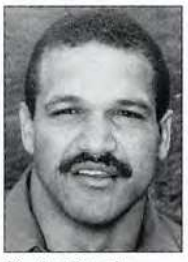


98 Antonio Goss
Linebacker

99 Tim Harris
Defensive End

Jerry Attaway
Assistant Coach

Mike Barnes
Assistant Coach



Dwaine Board
Assistant Coach

Neal Dahlen
Assistant Coach

Tom Holmoe
Assistant Coach

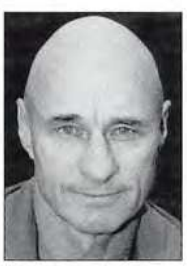
Carl Jackson
Assistant Coach

Larry Kirksey
Assistant Coach

Gary Kubiak
Assistant Coach

Alan Lowry
Assistant Coach

John Marshall
Assistant Coach



Bobb McKittrick
Assistant Coach

Bill McPherson
Assistant Coach

Brian Pariani
Assistant Coach

Ray Rhodes
Assistant Coach

Mike Shanahan
Assistant Coach

Mike Solari
Assistant Coach

Lindsy McLean
Trainer

PICK YOUR FAVORITE TEAM.

© 1994 Aris Isotoner, 417 Fifth Avenue, NY, NY 10016

SAVE THE REST FOR YOUR DARTBOARD.

THE STATS: Isotoner Officially Licensed Accessories smother the cold and enhance the spirit. The gloves' Thinsulate™ insulation and the slippers' terry insole provide warmth that would even impress a polar bear.

But they're more than just warm. Officially Licensed Accessories are comfortable, lightweight, and available in children's sizes, too. It's a great opportunity for your kids to show their true colors. (Some parents believe in molding them while they're young, you know.)

Whether you're sitting on the fifty or sitting fifty rows up, we'll have a pair you'll love. And 29 you'll love to hate.

» ISOTONER®

CALL 1.800.776.9327

Thinsulate
THERMAL INSULATION
Lined Gloves

Herman's WE ARE SPORTS

THE SPORTS AUTHORITY

Team NFL

© 1995 B&W T Co.
KOOL
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
100's, 16 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method.

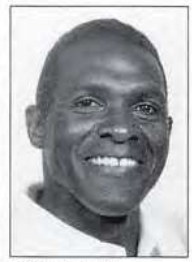
CHARGERS PLAYERS AND STAFF

Alex Spanos
Owner

Bobby Beathard
General Manager

Bobby Ross
Head Coach

Dean Spanos
Vice Chairman

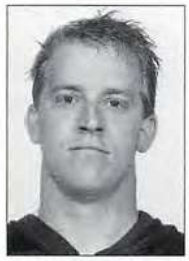


Dick Daniels
Asst. General Manager

Billy Devaney
Director of Player Personnel

3 John Carney
Kicker

9 Bryan Wagner
Punter



11 Jeff Brohm
Quarterback

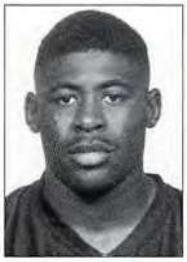
12 Stan Humphries
Quarterback

13 Gale Gilbert
Quarterback

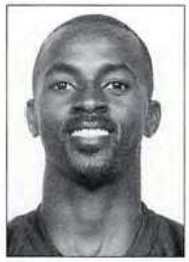
20 Natrone Means
Running Back

21 Darrien Gordon
Cornerback

24 Stanley Richard
Safety

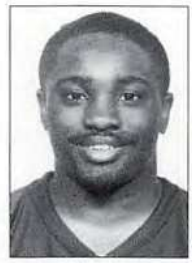


25 Sean Vanhorse
Cornerback

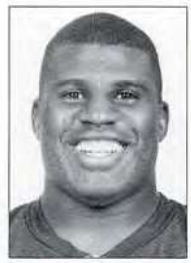


28 Dwayne Harper
Cornerback

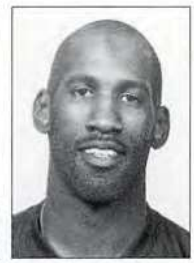
29 Darren Carrington
Safety



31 Willie Clark
Cornerback

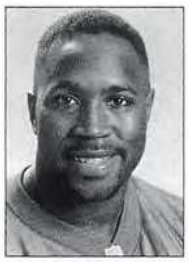


32 Eric Bieniemy
Running Back

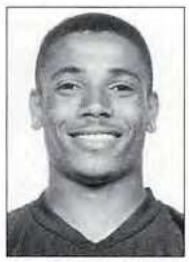


33 Ronnie Harmon
Running Back

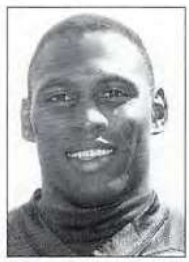
34 Steve Hendrickson
Running Back / Linebacker



35 Rodney Culver
Running Back



37 Rodney Harrison
Safety

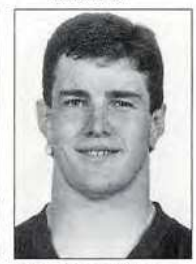


43 Lonnie Young
Safety

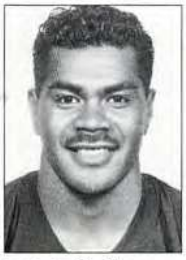
44 Eric Castle
Safety

50 David Binn
Tight End

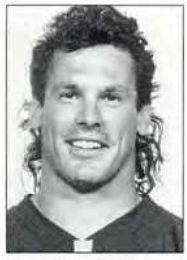
53 Courtney Hall
Center



54 Doug Miller
Linebacker



55 Junior Seau
Linebacker



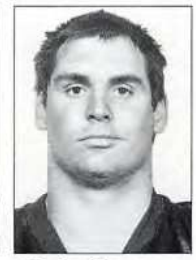
57 Dennis Gibson
Linebacker

58 Lewis Bush
Linebacker

60 Greg Engel
Center

64 Curtis Whitley
Center

67 Stan Brock
Tackle



68 Joe Cocozzo
Guard

70 Vaughn Parker
Tackle

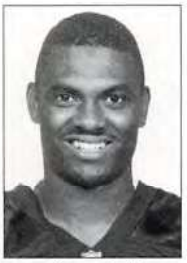
71 Joe Milinichik
Guard

72 Harry Swayne
Tackle

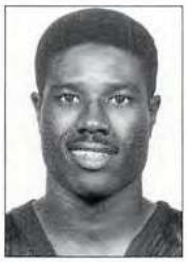
73 Isaac Davis
Guard

74 Eric Jonassen
Tackle

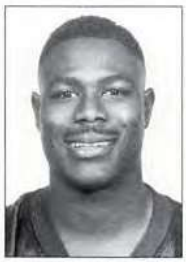
79 Cornell Thomas
Defensive End



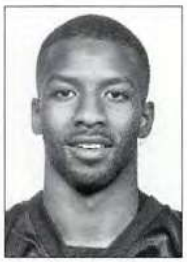
80 Shawn Jefferson
Wide Receiver



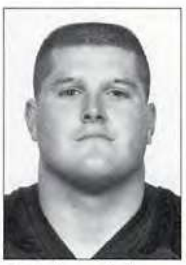
81 Tony Martin
Wide Receiver



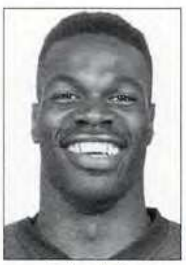
82 Mark Seay
Wide Receiver



83 Andre Coleman
Wide Receiver

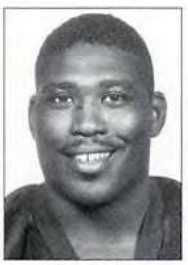


84 Aaron Laing
Tight End

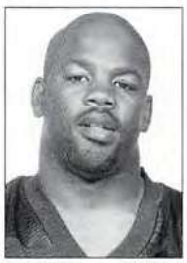


85 Johnnie Barnes
Wide Receiver

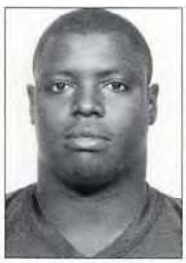
86 Alfred Pupunu
Tight End



87 Duane Young
Tight End

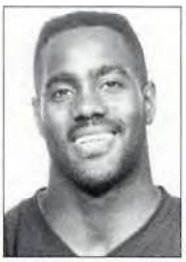


89 Shannon Mitchell
Tight End



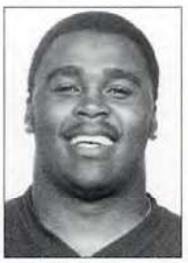
90 Reggie White
Defensive Tackle

91 Leslie O'Neal
Defensive End



92 David Griggs
Linebacker

93 Reuben Davis
Defensive Tackle



94 Chris Mims
Defensive End

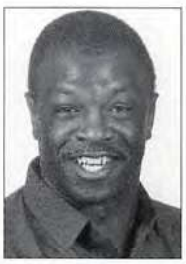
95 Les Miller
Defensive Tackle

97 John Parrella
Defensive Tackle

98 Shawn Lee
Defensive Tackle

99 Raylee Johnson
Defensive End

Bill Arnsparger
Assistant Coach



Sylvester Croom
Assistant Coach

John Dunn
Assistant Coach

Frank Falks
Assistant Coach

Ralph Friedgen
Assistant Coach

Stan Kwan
Assistant Coach

Dale Lindsey
Assistant Coach

Carl Mauck
Assistant Coach

John Misciagna
Assistant Coach

Chip Morton
Assistant Coach

Dennis Murphy
Assistant Coach

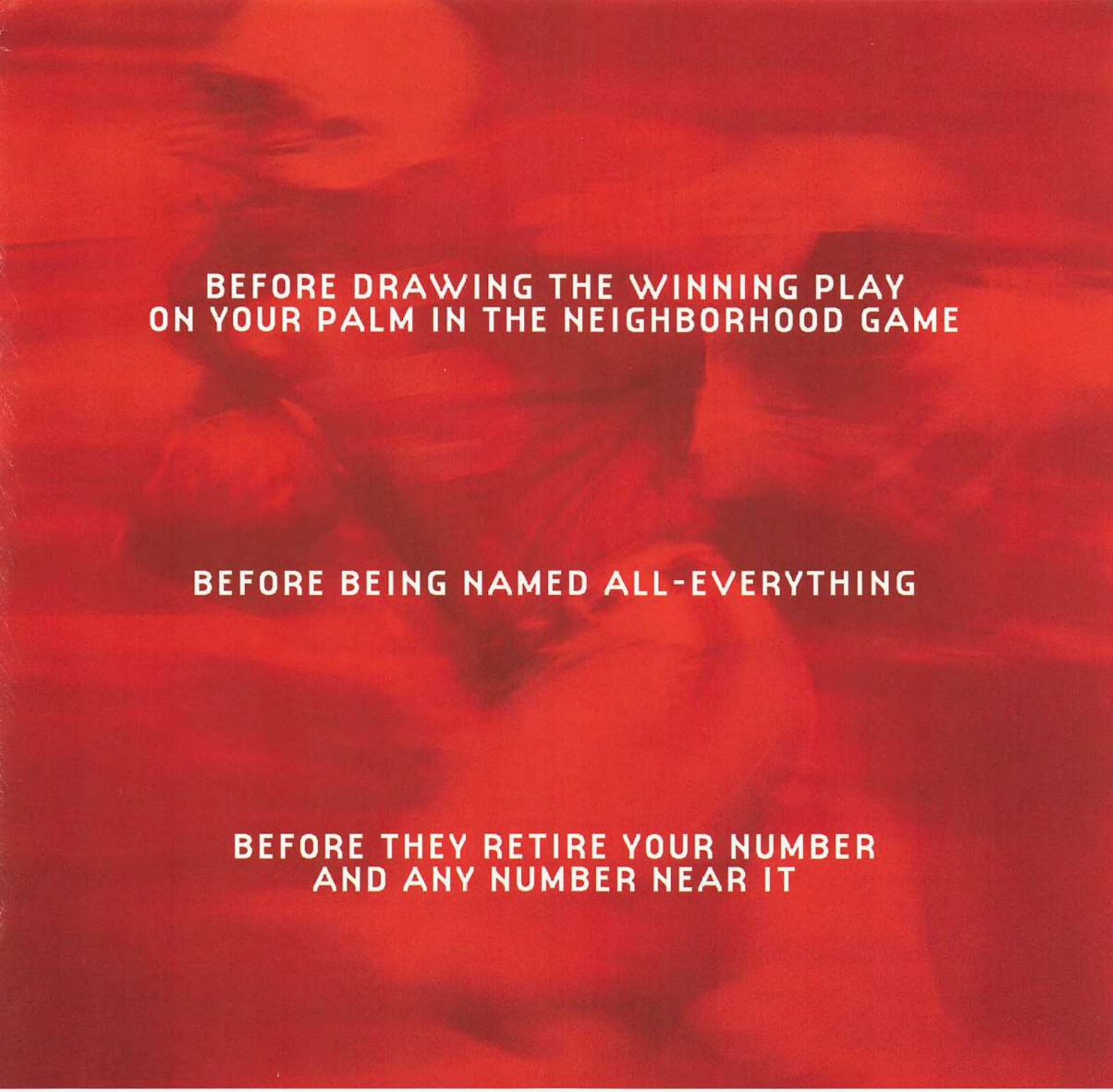
Kevin O'Dea
Assistant Coach

Dwain Painter
Assistant Coach

Chuck Priefer
Assistant Coach

Willie Shaw
Assistant Coach

Jerry Sullivan
Assistant Coach


BEFORE DRAWING THE WINNING PLAY
ON YOUR PALM IN THE NEIGHBORHOOD GAME
BEFORE BEING NAMED ALL-EVERYTHING
BEFORE THEY RETIRE YOUR NUMBER
AND ANY NUMBER NEAR IT

Foot Locker
Where it all begins.℠

SUPER BOWL XXIX
JOE ROBBIE STADIUM MIAMI, FLORIDA

Foot Locker is the Official Retailer of Super Bowl XXIX

© 1995 Foot Locker

OWNERS

EDWARD J. DEBARTOLO, JR.

San Francisco 49ers

JAMES D. SMITH

Since purchasing 90 percent of the 49ers from the Morabito family in 1977, Edward J. DeBartolo, Jr., has presided over the operations of a club that has emerged as one of the NFL's pre-eminent franchises.

In the 14 seasons from 1981 through 1994, San Francisco won 11 divisional titles, reached the playoffs 12 times, played in nine NFC Championship Games, and won four Super Bowl titles.

Meanwhile, DeBartolo has evolved into an influential member of the league's hierarchy. He was named the 1989 NFL man of the year by *Football News*, and is a member of the NFL's Expansion Committee.

DeBartolo was only 31 years old when he took over the reins of the 49ers, and he and the franchise experienced growing pains in the early years of his tenure. But in 1979, DeBartolo hired Bill Walsh as his head coach, the team selected Joe Montana in the NFL draft, and the groundwork was laid for Super Bowl titles that would come following the 1981, 1984, 1988, and 1989 seasons.

DeBartolo's influence extends beyond the scope of football. He also is president and chief executive officer of the Edward J. DeBartolo Corporation and chairman of the board for DeBartolo Realty Corporation, and is a member of the board of directors for Ralphs Supermarkets.

The Youngstown, Ohio, native attended the University of Notre Dame and was appointed to the Advisory Council at his alma mater's College of Business Administration in 1988.

He is an active member and supporter of numerous charitable organizations, including the St. Jude Children's Research Hospital, the Heart Fund, Cancer Crusade, and the United Way. In 1982, he received the Salvation Army's Citation of Merit, the organization's highest honor. In 1985, DeBartolo was named man of the year by Boys' Town of Italy and was the recipient of the Pop Warner Football Association's Warner Award.

ALEX SPANOS

San Diego Chargers

AL MESSERSCHMIDT

From the day Alex Spanos purchased majority interest in the Chargers in 1984, he has worked vigorously to bring a winning team to San Diego.

When Spanos initially presented the idea of buying the Chargers to the board of directors of the A.G. Spanos Companies, the vote was 10-2 against the purchase of the franchise. But Spanos, the board's chairman, vetoed the decision and pressed forward.

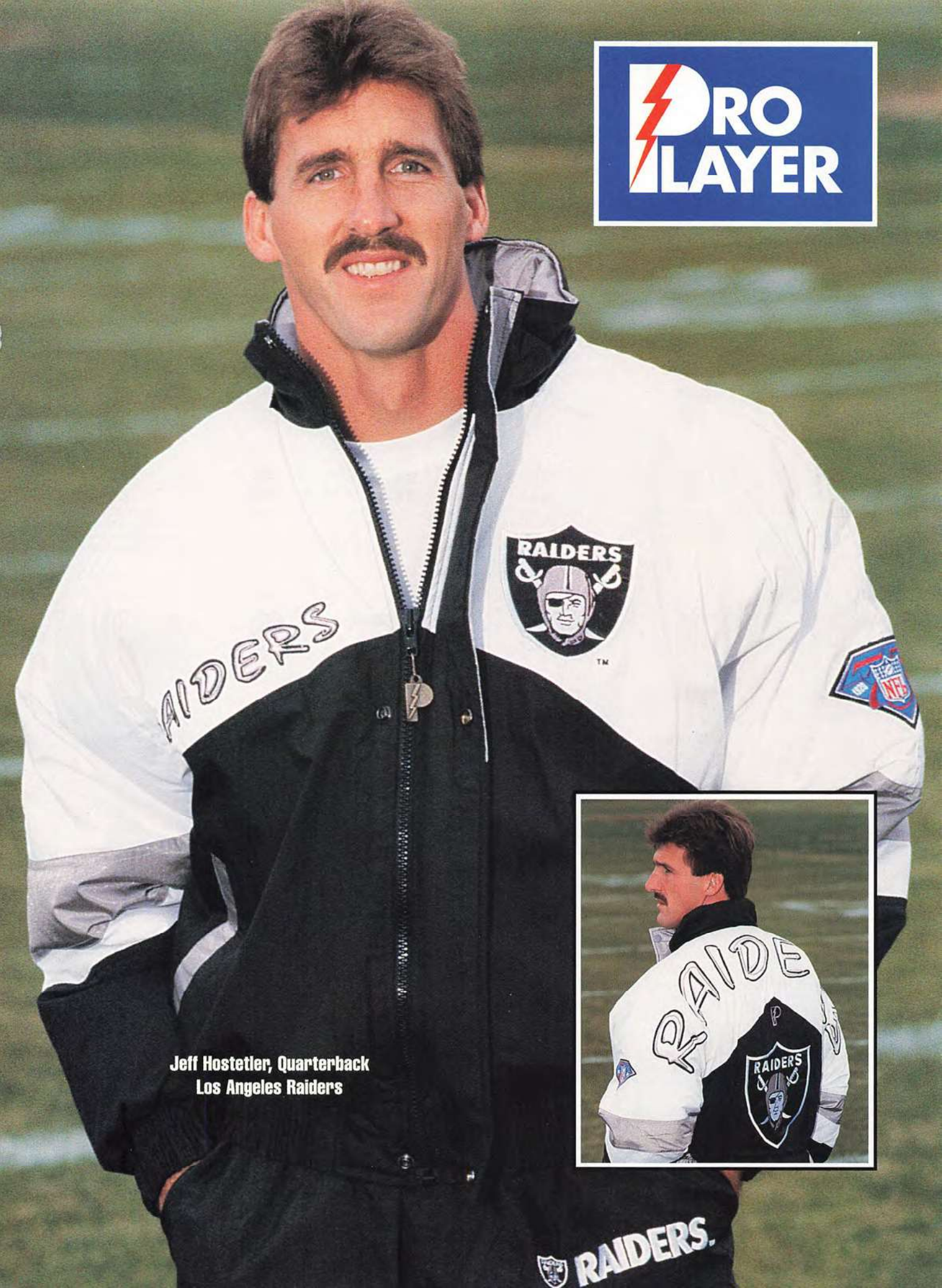
San Diego struggled in the first few years of Spanos's ownership, but that changed when he made the insightful decision to hire Bobby Beathard as the club's general manager in 1990. Beathard had been the primary architect of the Washington Redskins' teams that won Super Bowls XVII and XXII.

Under Spanos's and Beathard's leadership, the Chargers quickly became playoff contenders, and in 1992, they were 11-5 and won the AFC West. After finishing 8-8 in 1993, San Diego again won the division in 1994 with an 11-5 record. The Chargers defeated Miami and Pittsburgh (who have a combined nine Super Bowl appearances) to earn their first berth in the NFL Championship Game.

Spanos was born on September 20, 1923, in Stockton, California, amid humble surroundings. He turned a small catering business into the multi-million dollar A.G. Spanos Companies, which are involved in construction and real estate projects nationwide.

Along with overseeing the Chargers and his company, Spanos is a member of the NFL's Expansion and Realignment Committee and the Legislative Committee. He also has been personally involved with local athletics and various charities.

As the southern California chairman of the U.S. Olympic Committee, Spanos was a driving force in bringing a U.S. Olympic Training Center to San Diego. Spanos personally arranged a $250,000 grant to the U.S.O. on behalf of the 28 NFL teams and NFL Charities. It is the second-largest grant ever given by NFL Charities.



Jeff Hostetler, Quarterback
Los Angeles Raiders

OFFICIAL SIGNALS

Touchdown, Field Goal, or Successful Try

Safety

Time Out

Dead Ball, Neutral Zone Established, or Crowd Noise

First Down

Personal Foul

Ball Illegally Touched, Kicked, or Batted

Delay of Game, Illegal Substitution, or Excess Time Out

No Time Out or Time in With Whistle

Offside or Encroaching

Holding

Penalty Refused, Incomplete Pass, Play Over, or Missed Field Goal or Extra Point

Ineligible Receiver or Ineligible Member of Kicking Team Downfield

Illegal Motion at Snap

Crawling, Interlocking Interference, Pushing, or Helping Runner

Unsportsmanlike Conduct, Chop Block

Tripping

Illegal Crackback

Illegal Cut or Blocking Below the Waist

Intentional Grounding of Pass

Touching a Forward Pass or Scrimmage Kick

Player Disqualified

Illegal Contact

False Start, Illegal Shift, Illegal Formation, or Kickoff or Safety Kick Out of Bounds

Illegal Use of Hands, Arms, or Body

Pass Juggled Inbounds and Caught Out of Bounds

Illegal Forward Pass

Loss of Down

Invalid Fair Catch Signal

Uncatchable Forward Pass

Interference With Forward Pass or Fair Catch

We've collected 68,284 bottles of the world's finest wines. And a slightly smaller sampling of its nonalcoholic brews.

Smith & Wollensky

The quintessential New York City steakhouse.
49th St. & 3rd Ave. (212)753-1530

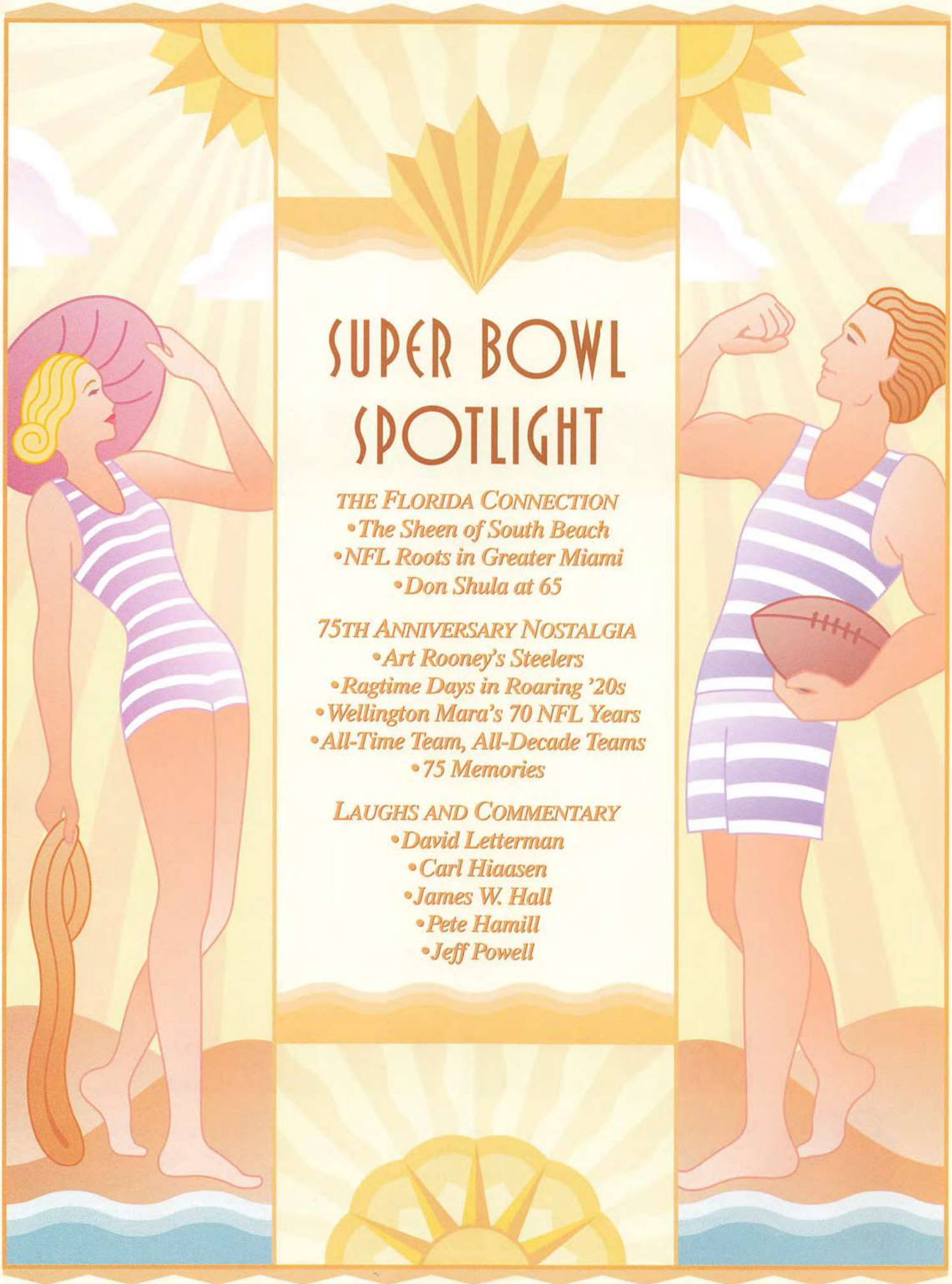
On the road, just like in the NFL™, you have to run successfully to pass successfully. And at General Tire, we've been doing precisely that for eighty years now. No matter what the conditions are, we've got the tires to deliver a winning drive every time out. Which is why so many automakers the world over make sure their vehicles run on General Tires as original equipment. So if you want to have a great passing game, remember to establish a reliable running game first. Start by calling 1-800-321-7575 ext. 100 for the General Tire dealer nearest you.

Continental
GENERAL TIRE

AN OFFICIAL SPONSOR OF THE NFL™

Sooner or later, you'll own Generals.

© 1995 Continental General Tire, Inc.



SHAN OGDEMLI

Sorry About Your Seats.

No matter what your tickets say, you could be sitting front row. That is, if you had a pair of Tasco binoculars. We have all kinds: standard, wide angles and zooms. We have compacts small enough to fit inside your shirt pocket. And our new Team NFL binoculars that catch the action and show your team spirit, too. So next time, bring Tasco binoculars to the game. You'll have the best seats in the house.

tasco®

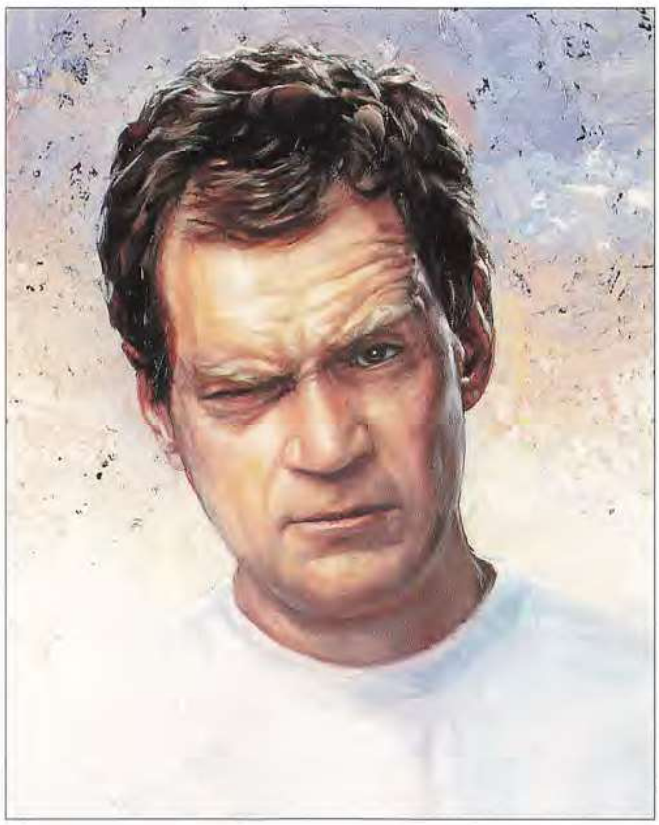
NFL TASCO - BINOCULAR SUPPLIER TO THE NFL

For more information, write Tasco, P.O. Box 520080, Miami, Florida 33152 (add $3.00 for color catalog). Or call (305) 591-3670, Ext. 278

SUPER BOWL SPOTLIGHT

DAVID LETTERMAN

HI, MY NAME IS DAVE



"You have to feel sorry for the Bills. Four straight Super Bowls they've lost. Although this year, they will receive the home version of the Super Bowl and a year's supply of Turtle Wax."

"*New York Giants quarterback Dave Brown appeared at a public school in the Bronx and gave a phys-ed lesson to 125 fourth-graders. The good news is, he was sacked only three times.*"

"**The Bills have a new slogan: We're never going to Disney World.**"

"***Here's something I didn't know: When CBS was outbid by FOX for the rights to the National Football Conference, the third-highest bid was from Madonna.***"

"Here's a travel advisory: The Buffalo, New York, airport is closed—not because of weather. It's just that the Buffalo people don't want the Bills to come back."

"The New York Giants lost [again] this weekend. To give you an idea how bad it's getting, in the fourth quarter, 50,000 fans at Giants Stadium started chanting, Let's Go Mets."

"**When the FOX network outbid CBS by more than $100 million for the rights to broadcast NFL games, CBS officials admitted they didn't have the money to match FOX's bid. Great, so now it's *my* fault.**"

"I get a call just before we're ready to get on the air and it's my mother back in Indiana. I pick up the phone and say, Mom, what is it, is there a problem? And she says, Well, I don't know. Did you tape the Super Bowl for me?"

And Now, for Tonight's Top 10 Lists...

FROM THE HOME OFFICE IN SIOUX CITY, IOWA...

Top 10 Ways to Make the Super Bowl Even More Exciting:

10. Replace Gatorade with Nyquil.
9. Residents of winning city don't have to pay taxes for a year.
8. For final quarter, coat field with nacho cheese stuff.
7. Super Glue ball to quarterback's hand; sit back and watch the fun.
6. 11 players, 10 uniforms.
5. Fill the ball with angry, stinging hornets.
4. If you go offsides, you have to kiss Dan Dierdorf on the lips.
3. New position: mailman with a rifle.
2. Complete a pass, do a shot.

And the number-one way to make the Super Bowl even more exciting...

Blimp fights.

Top 10 Signs Your Team Won't Be Going to the Super Bowl:

10. Last year's mascot is this year's quarterback.
9. Players beaten by local teens in halftime Punt, Pass & Kick competition.
8. Inner-ear condition makes it impossible for starting halfback to stay between sidelines.
7. Just to be on the safe side, they often punt on first down.
6. They're constantly taking time outs to consult with Robert Shapiro.
5. More players on smoking side of bench than non-smoking.
4. Whenever they manage to get a first down, they dump a bucket of Gatorade over the head of coach.
3. Players constantly addressing each other as "girlfriend."
2. Starting fullback: Richard Simmons.

And the number-one sign your team won't be going to the Super Bowl:
Instead of helmets, turbans.

Top 10 Things Marv Levy Said at Halftime of Super Bowl XXVIII:

10. "We won! Woo! We're Super Bowl champs!"
9. "Boy, I'm sleepy. You guys sleepy?"
8. "We've got a long trip home after the game, so I don't want anyone wearing themselves out."
7. "Now get out there and rest on your laurels."
6. "Hey, Kelly, leave some champagne for everyone else."
5. "What do you mean there are two more quarters?"
4. "Let's plan exactly how you're gonna dump the Gatorade on me."
3. "Okay, boys—get out there and start sucking."
2. "Wait a minute. If we win, we have to go to Disneyland."

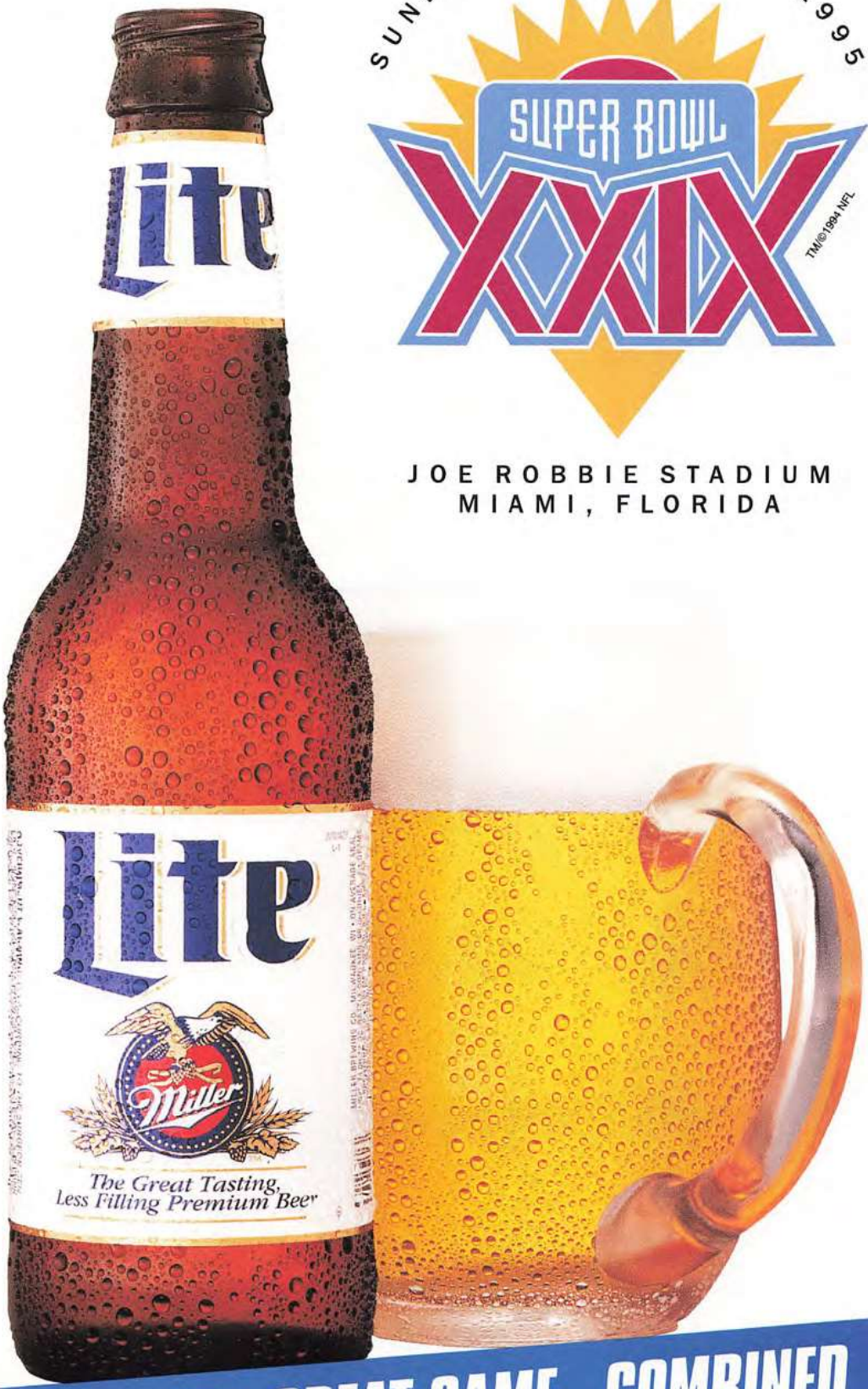
And the number-one thing Marv Levy said at halftime of Super Bowl XXVIII:
"Hey fellas, more fudge?"

SUNDAY, JANUARY 29, 1995

SUPER BOWL XXIX

TM/©1994 NFL

JOE ROBBIE STADIUM
MIAMI, FLORIDA



GREAT TASTE, GREAT GAME...COMBINED

MILLER BREWING COMPANY REMINDS YOU TO PLEASE:
THINK WHEN YOU DRINK

Miller Brewing Company, Milwaukee WI

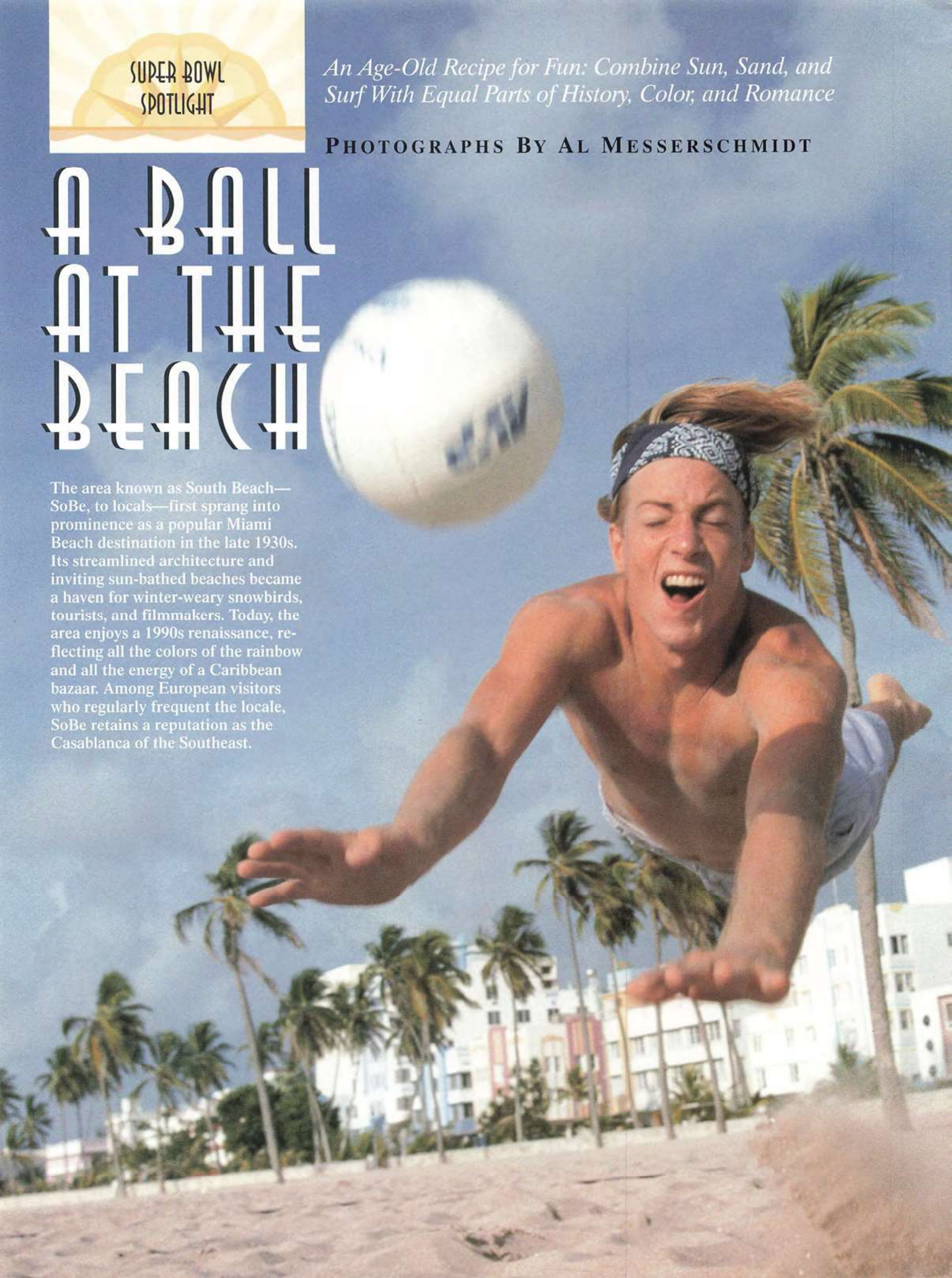
SUPER BOWL SPOTLIGHT

An Age-Old Recipe for Fun: Combine Sun, Sand, and Surf With Equal Parts of History, Color, and Romance

PHOTOGRAPHS BY AL MESSERSCHMIDT

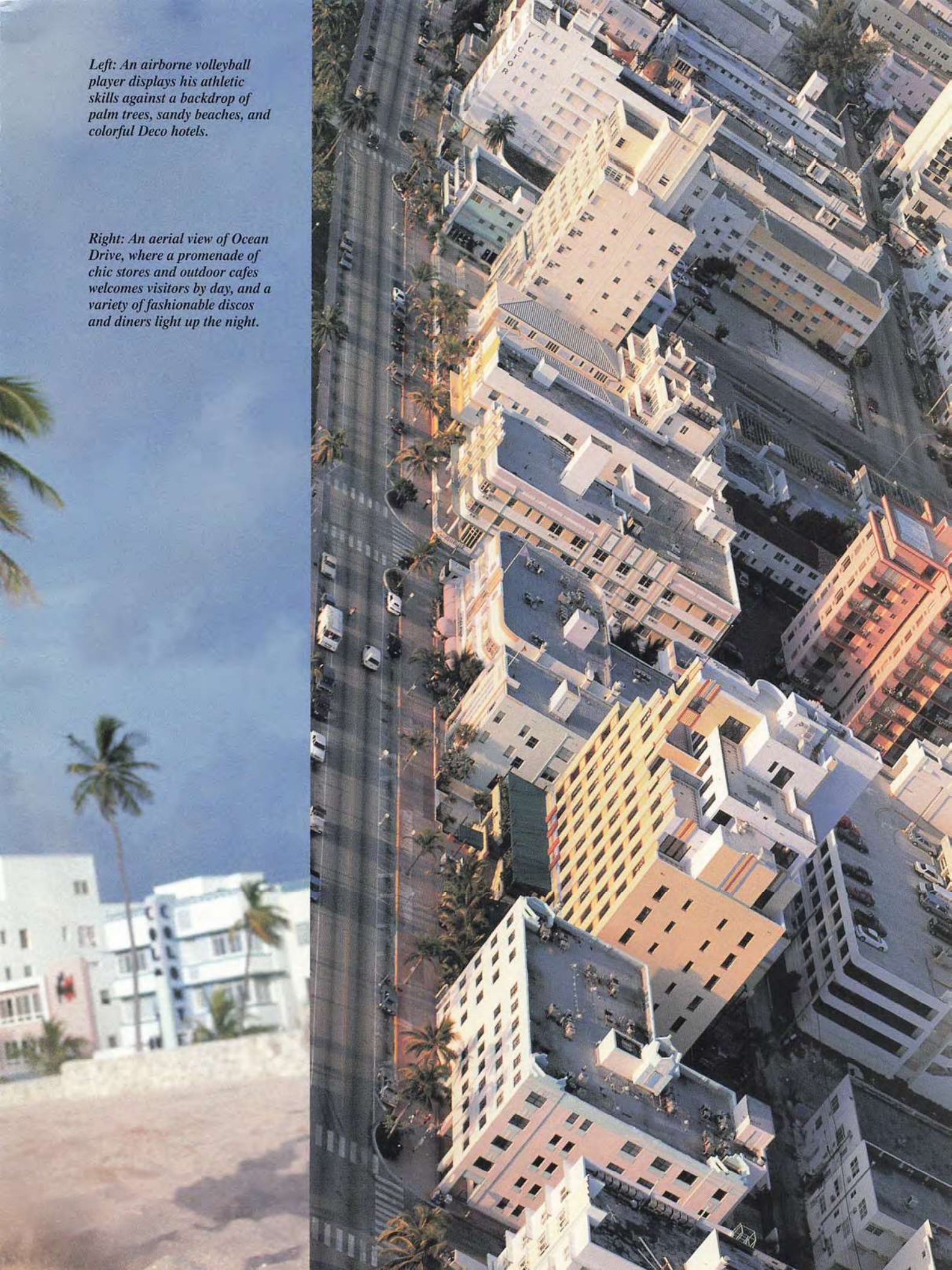
A BALL AT THE BEACH

The area known as South Beach—SoBe, to locals—first sprang into prominence as a popular Miami Beach destination in the late 1930s. Its streamlined architecture and inviting sun-bathed beaches became a haven for winter-weary snowbirds, tourists, and filmmakers. Today, the area enjoys a 1990s renaissance, reflecting all the colors of the rainbow and all the energy of a Caribbean bazaar. Among European visitors who regularly frequent the locale, SoBe retains a reputation as the Casablanca of the Southeast.



Left: An airborne volleyball player displays his athletic skills against a backdrop of palm trees, sandy beaches, and colorful Deco hotels.

Right: An aerial view of Ocean Drive, where a promenade of chic stores and outdoor cafes welcomes visitors by day, and a variety of fashionable discos and diners light up the night.



A BALL AT THE BEACH

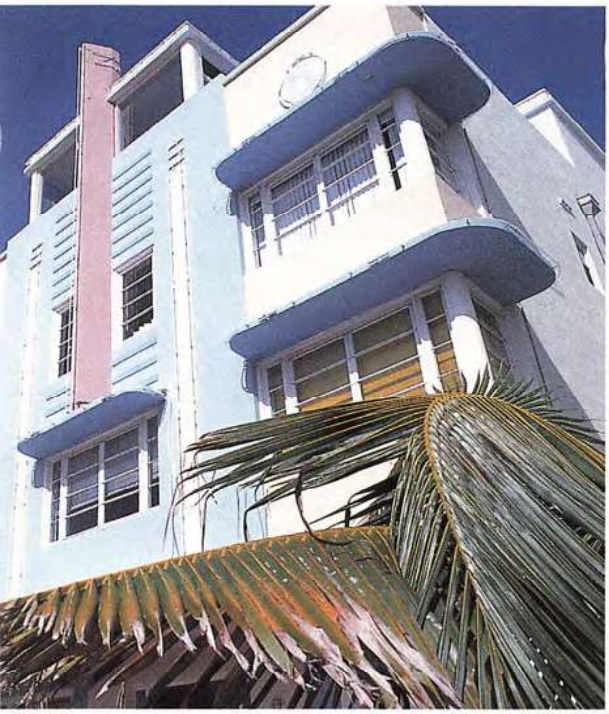
Above: The Leslie and Carlyle hotels, bathed in morning sunlight, showcase the vertical piers, horizontal lines, and pastel colors popularized by Deco designers in the 1930s.

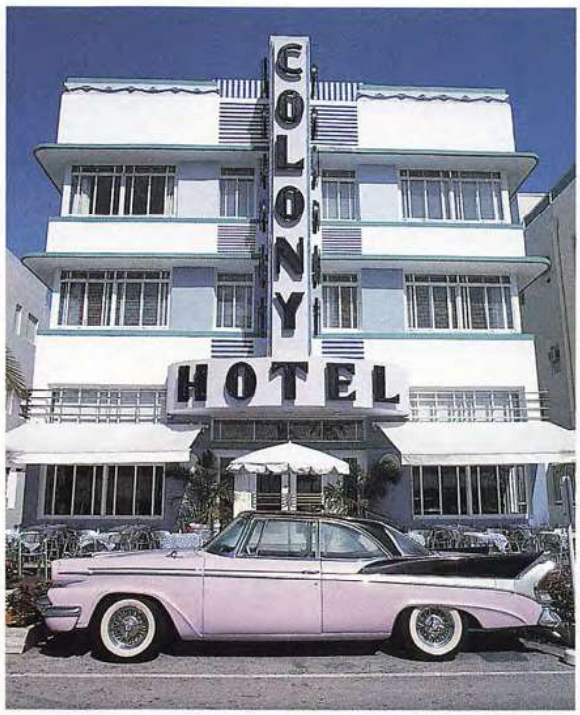
Near right: The Lincoln Theater, built in the mid-1930s, once was a $1 movie palace. It now serves as home to the New World Symphony.

Middle right: The McAlpin Hotel, which first opened its doors in 1940, has undergone a rebirth with recent renovations.

Far right: Two eye-catching classics are part of the scenery along Ocean Drive—a Packard automobile from 1958 and the Colony Hotel, built in 1935.

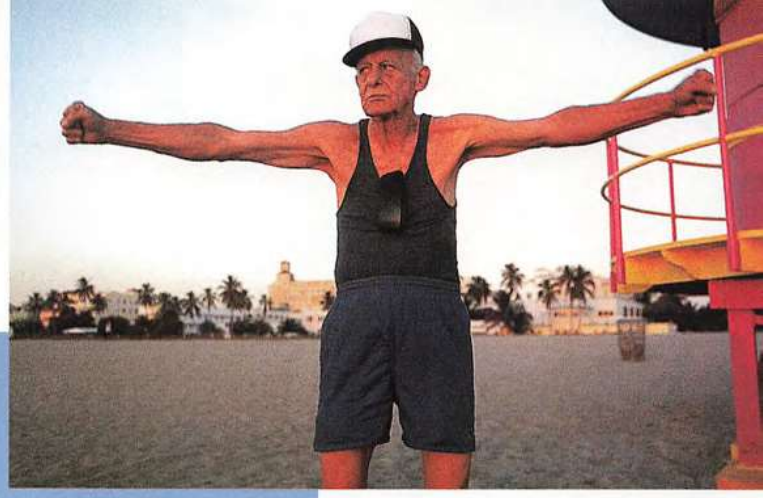
DIESEL




COLONY
HOTEL

A BALL AT THE BEACH

Miami Beach attracts fun seekers of every generation and bent, from sunbathing models who find a camera-ready stage, to fiery-eyed tennis players, who showcase their skills on the public clay courts of Flamingo Park. Body-builders, young and old, also are drawn to the beach, where an early-morning stretch or a midday flex are part of the daily routine.



Left: The oceanfront swimming pool at the Fontainebleau Hilton Resort and Spa seems to stand as an oasis surrounded by concrete and sand.

A BALL AT THE BEACH

Right: A small village of beach umbrellas planted near the ocean's edge provides a refuge from the afternoon sun.

Right: The marinas on South Beach are the port of call for hundreds of pleasure craft and fishing vessels.

Windswept palm trees bend as they submit to the powerful force of an approaching storm system.

The morning sun rises on the horizon across the Atlantic as if sitting atop a fiery pedestal.

©1989 Joseph E. Seagram & Sons, New York, N.Y. Blended Canadian Whisky. 40% Alc./Vol. (80 Proof).
Crown Royal
Tossed out of the best bars everywhere.

SUPER BOWL SPOTLIGHT

CARL HIAASEN

LAMENT OF A DOLFAN

It's late September, when most NFL quarterbacks still are ambulatory, and most teams still own at least a mathematical shot at the Super Bowl.

Among the perennial contenders are the Miami Dolphins, my hometown team. By the time you read this column, we'll know if the Fins are making their sixth trip to the big game.

What a thrill that would be!

Unfortunately, it's a thrill that some of us won't be able to share. If the Dolphins are going to the Super Bowl, I'm not. I don't dare attend, or watch television, or even listen on radio. Not if I want them to win.

Weird, but true: Whenever I pay attention to a Dolphins game, bad things happen. Spooky, creepy, otherwordly occurrences: Unprovoked fumbles, phantom penalties, season-ending injuries, forward laterals—you name it.

By watching the Dolphins, I jinx them.

For that reason, I practice abstinence through absence—total sensory deprivation—on game day.

The only time I saw a game at Joe Robbie Stadium, the Dolphins suffered a transcendental second-half collapse against the Buffalo Bills. I bolted in the third quarter—too late to help. Staying home is safer, with abundant distractions to keep one's mind off football.

I've deliberately chosen to write this column while the Dolphins are playing the Minnesota Vikings in Minneapolis. It's on TV right this minute. Fortunately, I've got this important magazine assignment to hold my attention.

Otherwise I'd be tempted to peek at the game, at which point misfortune would flatten the Dolphins like a Mack truck.

You don't believe it? Let's try a little test. Okay, I'm getting up. I'm walking to the living room. I'm turning on the television…

…aaaaand there's Vikings running back Terry Allen, barreling into the end zone for a touchdown. Fourteen-zip and it's only the first quarter. I rest my case.

Creeping back to the keyboard, I resume typing….

Quirky superstitions are a colorful tradition of professional sports. Every golfer has a lucky putter. Every baseball hitter has a lucky bat. Every hockey player has a lucky cup.

Maybe every NFL franchise has an unlucky fan, some karma-deficient soul who hexes the team merely by rooting for it. Maybe my equivalent in Tampa seldom misses a game.

In the case of my own ruinous effect on the Dolphins, the paranormal pattern began to emerge after 1972, when Miami had the only perfect season in modern history.

Seventeen victories, zero defeats.

Try to imagine what that meant to glory-starved fans of an expansion team that began in 1966. Many of us who were born in Florida grew up with the weekly agonies of the fledgling franchise. To this day, we have recurring nightmares in which the Dolphins' first coach, George Wilson, Sr., installs his own son, George Wilson, Jr., as quarterback! Bizarre as it seems, this actually happened.

In those early days, every Dolphins' victory was either a gift from God, or a freak accident. To ascend so quickly from the pit of the sport to the pinnacle—a perfect season—was a supernatural achievement.

And I'm afraid it ruined us.

(Do I dare check the game against the Vikings?)

…aaaand there's Terry Kirby, the Dolphins' shifty young running back, getting stuffed on an attempted two-point conversion. Not merely stuffed, but pretzeled.

Now he's being hauled off the field in a flatbed cart. Out for the year! This is terrible, and it's all my fault. I mean, there's a perfectly riveting bass-fishing show on cable—why couldn't I watch that?

Halftime score: A 28-6 drubbing, with Miami being the drubee.

Off goes the tube.

After an undefeated season, it's inevitable that a team's for-

CHRIS HOPKINS

tunes will go downhill, statistically and spiritually.

But the Dolphins immediately won a second Super Bowl. The year after that, they stayed on top of the AFC East. Although star players such as Larry Csonka, Jim Kiick, and Paul Warfield departed the next year for a short-lived comedic enterprise called the World Football League, the Dolphins still were a very good team.

They did, however, lose now and then. Grumbling—and the occasional snide murmur—was heard from the stands.

Fans in south Florida aren't famous for their patience or faith. Alternative recreation is abundant on sunny autumn Sundays along the Gold Coast. As the Dolphins began to struggle, thousands forsook the stadium for the beach, the golf course, or the tennis court.

You've heard of die-hards. We are die-easies.

During the late 1970s, Miami experienced a few average seasons—seasons that would have buoyed sports fans in, say, Cincinnati or New England. But "average" doesn't cut it here. Spoiled by perfection, many Dolphins boosters found losing intolerable, and devoted Sundays to improving their tans.

It was during that trying post-Csonka era that my brother and I, independently of one another, began bolting from our TVs at the first hint of trouble in the game. Sometimes we fled in dread, sometimes in disgust, sometimes in despair.

> *"Suddenly, it became a test of will not to watch the games..."*

But flee we did. It was undeniably gutless and sniveling behavior, but the alternative was to hurl a can of beer nuts through the television screen. Running from the house seemed more mature.

Interestingly, my brother and I both noticed—again, independently—that the Dolphins invariably sparked to life as soon as we quit watching. If we peeked at the tube, we'd find that our beloved Fins suddenly had acquired a running game or a pass defense, and were rallying in miraculous fashion.

Because many Dolphins' home games don't sell out, there's often no local television broadcast. So my brother and I broadened our experiment to radio coverage—with the same baffling results. The Dolphins played magnificently as long as we remained tuned to Casey Kasem or Larry King—anything except the game.

Empirical evidence of a family jinx could not be dismissed as mere coincidence.

(A masochistic time out, for a check of events in the Metrodome...)

...It's the third quarter. The Dolphins are down 28-14. Minnesota just missed a field goal, and now Miami is driving. Keith Byars runs for good yardage off right tackle! Marino hits O.J. McDuffie on a curl!

Then Marino passes to—a man in the wrong-colored uniform. A Vikings linebacker, it would seem.

Off goes the TV!

During the not-so-super years, many fair-weather fans abandoned the Dolphins. Then the team drafted a quarterback from the University of Pittsburgh named Dan Marino. We'd never seen anything like him. Nobody had.

Suddenly it became a test of will *not* to watch the games, even if watching wasn't in the best interest of the team. A radiant talent such as Marino appears maybe once in a fan's lifetime—and a very lucky fan, at that. So my brother and I both caved in, tentatively returning to the fold on Sunday afternoons.

True sports nuts understand: A star player gives you something to cheer for, even in the absence of a star team.

When I attended college in Atlanta, occasionally I would go downtown to watch a baseball game. This was back when the Braves stunk to high heaven, but it didn't matter because they had an outfielder named Henry Aaron. In those years, waiting for Aaron to hit home runs was the only reason any sane human would sit through nine innings of Braves baseball.

For football fans in Florida, Dan Marino has the same magnetism. He's always been a joy to see, even when the team flounders.

The Dolphins of the mid-1980s didn't stink to high heaven. Relative to most franchises, they didn't stink at all. Thanks to Marino's platinum arm, they even made it to Super Bowl XIX in 1985 against the 49ers.

But more recently the team has played inconsistently, brilliant streaks offset by dismal slumps. One of the worst choke-a-ramas occurred in 1993, when Miami blew its final five games and an all-but-certain playoff spot.

Marino was injured then, so not watching the games got easier. Unfortunately, it didn't help the team win.

(Speaking of which, the festivities in Minneapolis ought to be winding down...)

...Ah ha! What'd I tell you?

While I was busy writing, the Dolphins heroically bounced back from a 28-point deficit to tie the game! Now they're trailing 35-28 in the fourth quarter, with loads of time left on the clock.

But as soon as I plant my butt in front of the television, Miami begins to falter. The Dolphins' secondary appears to have gotten hold of some bad Gatorade, judging by the wooziness with which it now blows the most elementary pass coverages. Vikings quarterback Warren Moon and his receivers are having a splendid time.

Off goes the tube!

In chatting with other NFL fans, I've discovered that video abstinence, though unpublicized, is more widely practiced than experts believe.

Deprivation therapy is especially common in cities in which the football team has wallowed for years with no realistic expectation of reaching the Super Bowl. Some fans have suffered so long that avoiding the games is a medical necessity to stave off depression and gastrointestinal afflictions.

But these same folks are appalled to learn that the Dolphins, one of the winningest teams in the history of professional sports, seldom draw a full crowd for a home game. In fact, a few years ago, a *playoff* game very nearly didn't sell out in time to lift the local TV blackout.

Please don't judge all Miami fans under the same harsh light. True, some of our ticket-holders are fickle, faint-hearted, and spoiled by the Dolphins' past success. But some of us shy away from the games out of pure unselfish loyalty. We are bad luck. The team is better off without us.

To prove my point, I creep back to the TV for the end of the Miami-Minnesota shootout...

...It's 38-35, with one minute to go. The Dolphins are trailing, but they just scored. Marino already has thrown for 3 touchdowns, a few of which I hope to see on the postgame highlights show.

Now comes the onside kick. Customarily this is when I'd dash outside to do some emergency weeding, but this afternoon I'm glued to the tube, for the sake of the experiment.

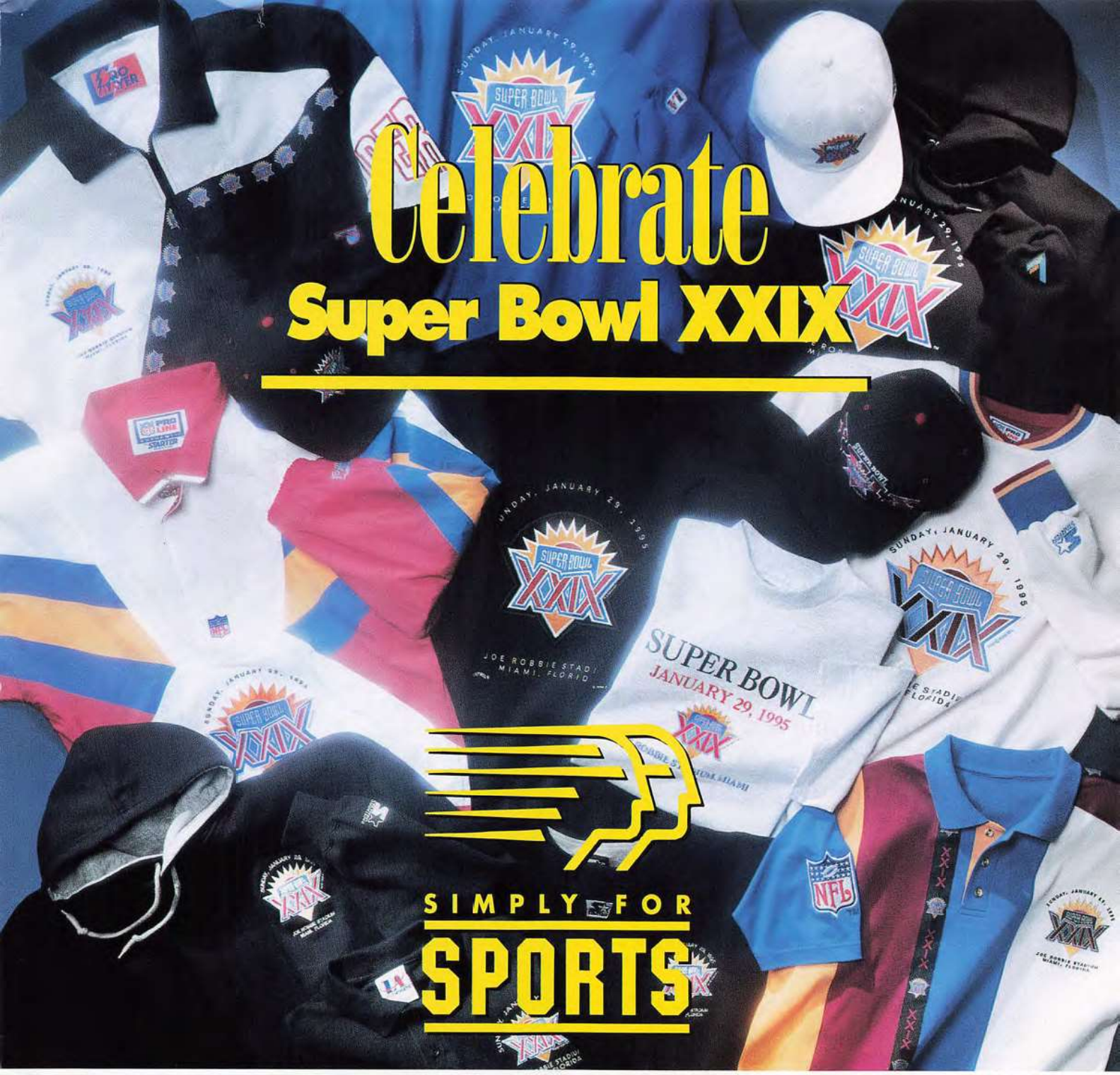
Stoyanovich carefully places the ball on the tee, steps back, raises his hand. There's the kickoff, hopping, squibbing, tumbling....

And there are the Vikings, snatching it out of the air and falling securely to the ground. Game's over.

Enervated by guilt, I slump on the sofa as the final seconds tick off the clock. Damn. I shouldn't have given in.

Later, out of scientific curiosity, I phone my brother in Baltimore. As I suspected, he'd succumbed to the same urge: He'd watched the game, too. We are a weak-willed clan.

Forgive us, Dan. I wish I could promise it won't happen again.



A Winning Style.

You'll find it at the Super Bowl... and at our SIMPLY FOR SPORTS Department. SIMPLY FOR SPORTS is where your favorite teams and leading manufacturers line up to offer you the highest quality, authentic athletic apparel and outstanding value. For serious sports fans of all ages, the choice is simple...

SIMPLY FOR SPORTS.

The largest retailer of NFL merchandise.

NUTMEG ATHLETIC DEPT.

PRO PLAYER

JCPenney DOING IT RIGHT

SALEM SPORTSWEAR

LA LOGOATHLETIC

©1995, J. C. Penney Company, Inc.

SUPER BOWL SPOTLIGHT

ALL CHIN, ALL GLARE, ALL SHULA

The Dolphins' Leader Has Mellowed a Bit, but the Winningest Coach in NFL History Still Has the Fire

BY SCOTT OSTLER

Biologists speculate that in the event of an all-out nuclear war, cockroaches will be the earth's only survivors, which means Miami still would have an active night life.

But Bubba Smith, former all-pro defensive end, has his own theory.

"If a nuclear bomb were to be dropped," Smith says, "the only two things I'd bet would survive would be AstroTurf and Don Shula."

In Miami, the smart cockroaches have their money on Shula, because AstroTurf is subject to burnout.

Shula, coach of the Miami Dolphins, does not burn out. He simmers and cooks, stews and boils over, but he wins and wins.

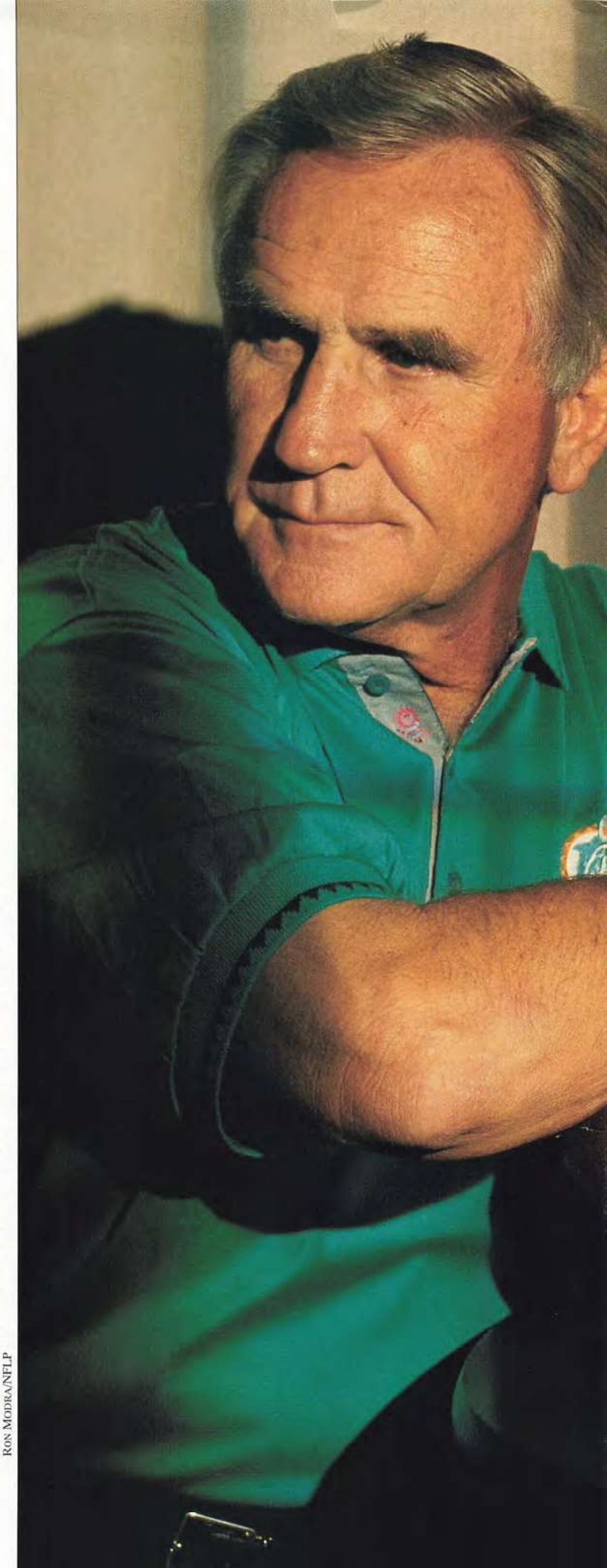
He has 337 victories in 32 years as a head coach in the NFL—73 in seven seasons with the Baltimore Colts and 264 in 25 seasons with the Dolphins. He passed the late George Halas (324) in 1993 and didn't even slow down to beep his horn and wave.

Now Shula is 65, and the rumors and whispers are true: The game has passed him by. Fortunately for the Dolphins, the game that has passed him by is golf, which refuses to be intimidated by Shula. But *football* pass Don Shula by? No way. Football is frantically chasing Shula, who sprints toward paydirt, carrying with him the secrets of success that began in the days of Elvis.

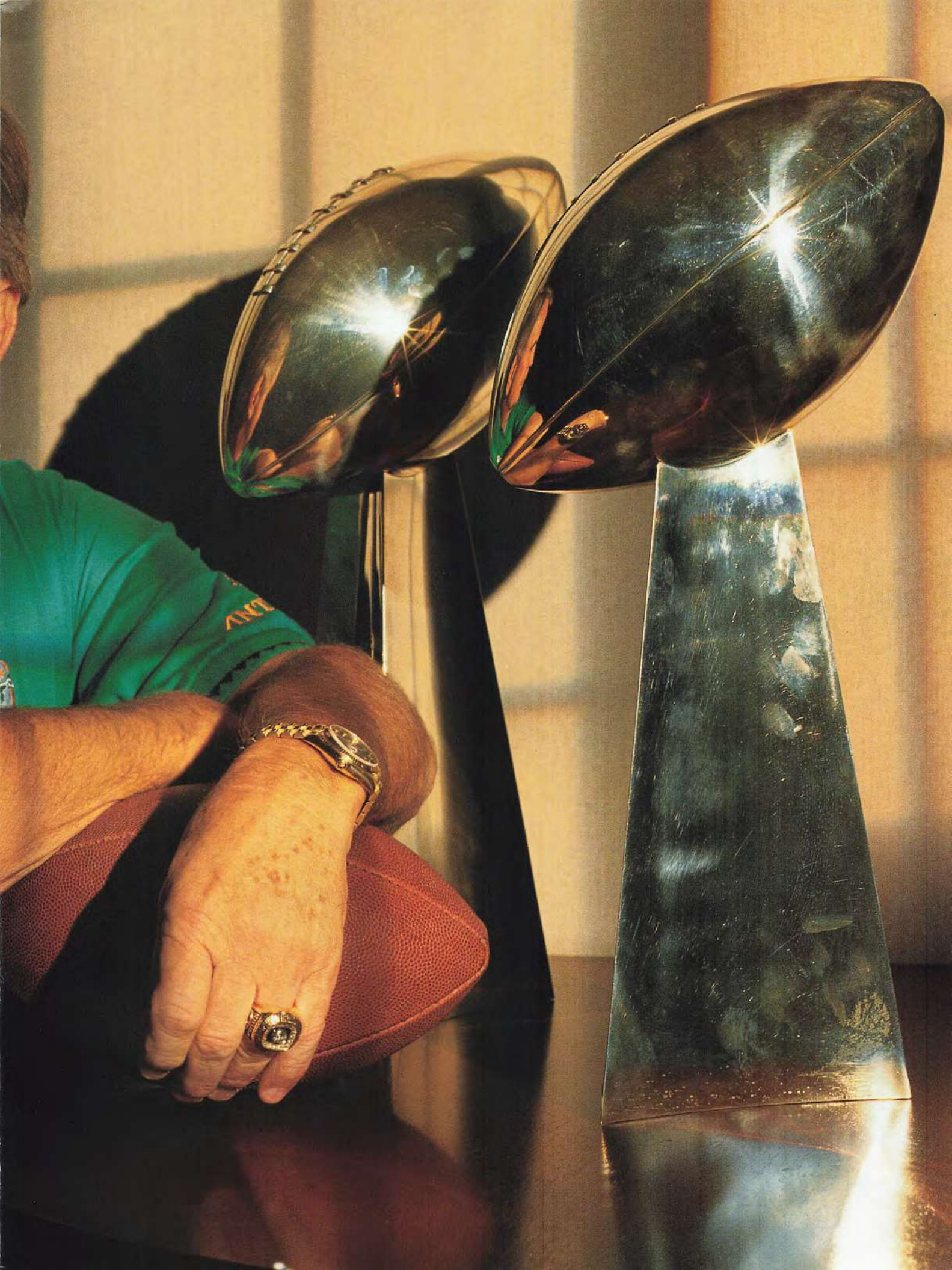
"If you try to figure out Shula," Bubba Smith says, "he'll go the opposite way, just to remain a mystery to you. Shula's a beautiful piece of work, man."

He is a piece of work chiseled out of small-town Ohio granite, forged like steel in Cleveland, toughened up in waterfront Baltimore, and hard-baked under three decades of Miami sunshine.

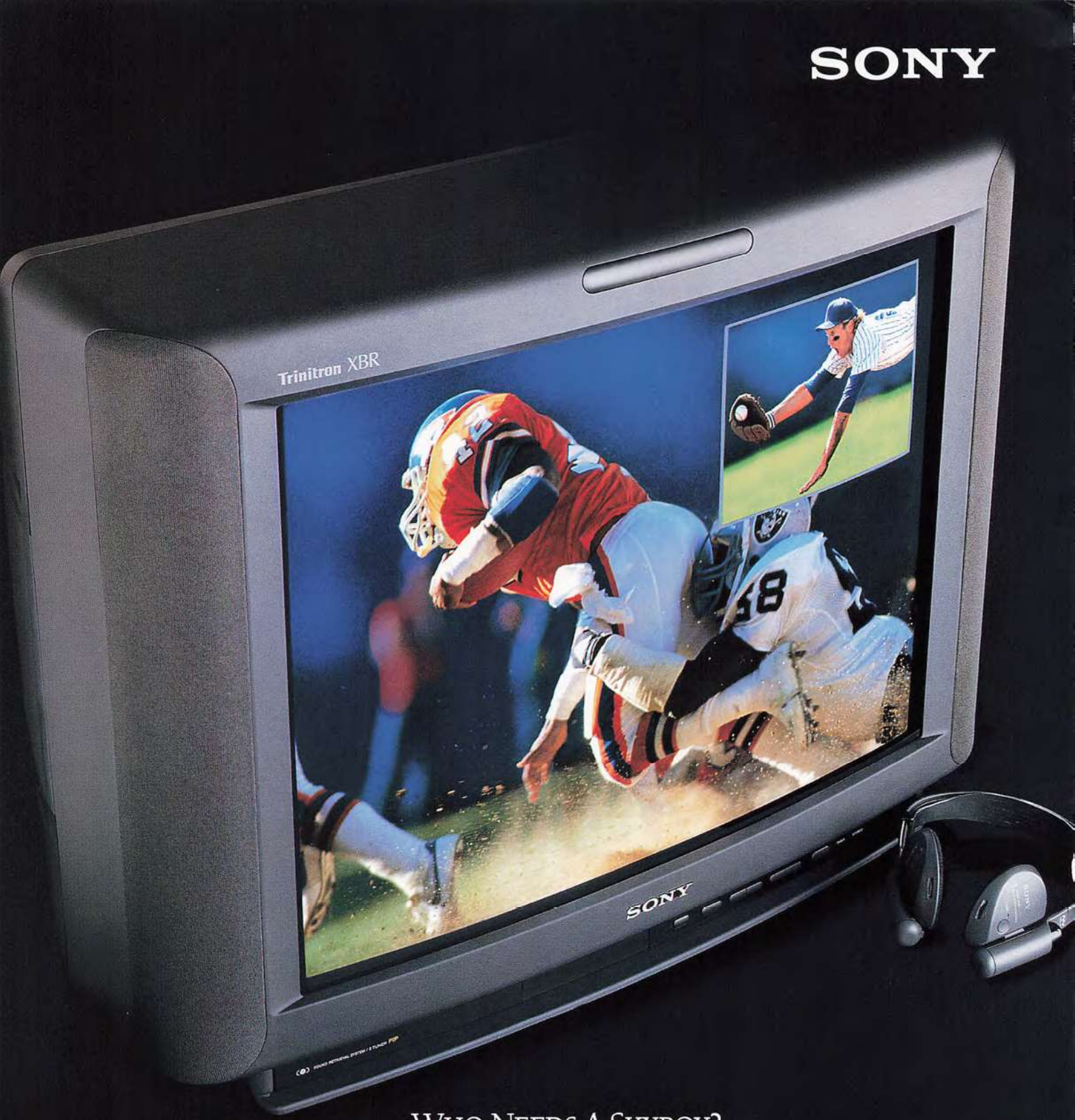
Not everyone would agree that Shula is beautiful, and he never



RON MODRA/NFLP



SONY



WHO NEEDS A SKYBOX?

Not you. Not anymore. With the Sony Trinitron® XBR,®
not only can you watch two games at once, you can hear them both as well.
Try doing that with an ordinary television. Or even in a skybox.

SONY IS THE TELEVISION OF CHOICE OF THE NFL.

For your complete personal guide to all Sony consumer electronics, we offer Sony Style magazine.
To order your copy for $4.95, plus $1.50 shipping and handling, call 1-800-848-SONY. Visa and MC. Offer expires 5/95. Simulated picture.

©1994 Sony Electronics Inc. Reproduction in whole or in part without written permission is prohibited. All rights reserved. Sony, Trinitron, XBR and Sony Style are trademarks of Sony.

VIC STEIN

Hired by the Baltimore Colts at the age of 33, Shula was an immediate winner. He took the Colts to the NFL title game in his second season, won it in 1968 (to advance to Super Bowl III), and had a 73-26-4 record with the team.

has been voted Mr. Congeniality. But his scorecard boggles the mind.

Halas coached until he was 73, and when Shula is asked if he can see himself coaching at 73, he shrugs and says, "As long as I enjoy it and we're doing well, I can't think of anything else I'd rather be doing."

This is great news in south Florida, where Shula is no mere legend. He is a living shrine, the state's most recognizable landmark, Miami's one-guy Mt. Rushmore.

Shula is so big in Miami—and in football—that he can't be discussed as a whole. You have to break him down into his component parts, the pieces of the piece-of-work. The *piéce de résistance* of coaches.

THE GLARE

"The Glare?" Shula says in mock surprise, when asked about the look which freezes coffee and players' hearts.

"It's a nice, friendly smile."

It is none of the three. It is Shula's wrath on a laser beam. It contains elements of confrontation, intimidation, humiliation, and scorn. It eliminates a lot of guesswork.

"I let my emotions out," Shula says. "I don't mask 'em, I just let 'em go. People can read me very easily. It's part of my personality, I don't spend time trying to figure out how to manipulate. I think any time you have to do anything that's contrived, the players sense it and it's not very effective."

Players go to great lengths to be spared the Glare. How can we sugar-coat this Shula bluntness? Give it a try, Bubba Smith.

"Shula was a thug," Smith says. "He was tough, he had a drive to win, and if you didn't have that same drive, he didn't deal with you."

Shula is a "Napoleonic figure," in the opinion of Dan Henning, the former Shula assistant who later coached the Chargers. But sometimes Shula lacks Napoleon's charm.

"He scared the crap out of me," says Jim Mandich, who was the Dolphins' top draft pick in Shula's first Miami season, and lasted eight seasons. "He had me off balance right from the beginning. I came to camp driving a '62 Valiant with flowers painted all over it. I was wearing bell-bottoms, a tank top, sandals, love beads, and had long hair.

"I walked into Shula's office. He took one glance and said, 'You're *Mandich?* You *were the captain of the Michigan football team?'"*

Shula had great hang time on the word "you."

Any friendliness a player gets from Shula is hard-earned.

"My rookie year I made a lot of mistakes," says Jim Jensen, a college quarterback who played his way onto the Dolphins as a special-teams hit man. "He'd say things—just about have me in tears. I was at the the point I almost felt like quitting. It's embarrassing. He calls you names, every name in the book."

And yet, Jensen lasted 12 seasons under Shula. Now Jensen plays arena football and often finds himself using Shula mannerisms and expressions. In difficult life situations, Jensen often asks himself, "What would Shula do here?"

Shula is the headmaster of a reverse finishing school. Instead of smoothing out the rough edges, he roughs up the smooth ones.

"I needed a pretty stern message delivered," Mandich says. "I needed to be told, 'You're really stepping up in class. It's gonna take a lot more effort and commitment than you thought it would take to play in the NFL.' Shula got the best player out of Jim Mandich he could get, and that's the essence of coaching."

Shula develops friendships with some of his players, but only after they retire.

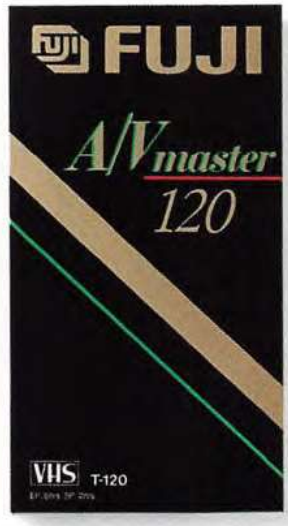
"Everyone was talking about the Jets early this season," Mandich says. "About how [coach] Pete Carroll was having pizza parties for the team, and isn't this great and fun? I thought, 'Man, you don't have a clue. The players are not your buddies.' You need a hell of a lot of [insensitive, mean guy] in you to coach in the NFL."

The only Dolphins who really kidded around with Shula were on the Larry Csonka-Jim Kiick-Mercury Morris team that went 17-0 in 1972, the only perfect season in NFL history. Csonka and Kiick once turned loose a live alligator in Shula's private shower. Everyone (except the alligator) had a good laugh, and maybe the lesson was: You can joke around with the coach as long as you win every week.

THE JAW

The Shula Jaw is functional. It is shaped like the cowcatcher on an old locomotive, and it pushes aside life's debris, clearing the track for the Shula Express. The Jaw sweeps away critics, whiners, slackers, bluffers, glad-handers, chit-chatters, time-wasters, psyche-probers, and an occasional movie star.

©1994 Fuji Photo Film U.S.A., Inc.



We may not run as fast as an all-pro wide receiver, but we get more playing time.

Fuji audio and video tapes deliver the high-quality performance that the NFL™ demands. With audiocassettes that capture great sound and videotapes that reproduce sharp images, we expect to see a lot of action again this season.

NFL™ Fuji. The official video and audio tape of the NFL. **Fuji. A new way of seeing things.®**

Shula has been introduced to Kevin Costner and to Don Johnson, and he didn't have the faintest idea who either man was.

One Sunday a team official forgot to inform Shula that a certain author had been granted front-office permission to sit in on the Dolphins' halftime meeting, to do book research. Shula saw a stranger with a pad and pen and became livid.

"Who the hell is that sunovabitch?" Shula thundered.

"A writer," he was told.

"Get him the hell out of here!"

James Michener, meet Don Shula.

Shula was recapping a trip to England once when this exchange took place:

Shula: "We visited the home of that old writer, what's his name?"

Sportswriter: "Shakespeare?"

Shula: "Yeah."

He is a man of routine, a creature of habit. He keeps his appointment with God each morning at early Mass, and then the world goes on Shula time.

In the Monday team meeting, Shula outlines the week's schedule in detail, even though it never changes. Each subsequent morning he again goes over that day's schedule, as the players' eyes glaze over.

"Nothing in the routine has changed one bit in the ten years I've been here," says Jeff Dellenbach, offensive lineman. "It's a running joke. Someone will ask, 'Why do we do [a certain drill] this way?' And someone else will say, 'Because that's the way they did it in '72.'"

And yet it would be wrong to categorize Shula as inflexible. In judging attitudes, he differentiates between players who are harmful to the team, and players who are a thorn in his own side but can get the job done. The former go; the latter stay.

Bubba Smith, who was a Colts' rookie in Shula's fifth season in Baltimore, didn't break into the starting lineup until after he copped an attitude and got in Shula's face.

"My first year, I was Joe College, Peter Prep," Smith says. "He had me at tackle, and my legs were too long to play there, so most of the time I was on the bench. He was so strong-willed, he wasn't going to move me to end.

"My second year, I came back and really challenged Shula. I came to camp looking like Rap Brown—big Afro and love beads. The sportswriters said, 'Is Shula going to make you cut your hair?' I said, 'Is he my barber or my coach?'"

It was a daily glare-off at 20 paces, but Bubba could play, so Shula moved him to end and Smith became a star. Not long after that, Shula was one of the first coaches to stock the team shower room

TONY TOMSIC

Shula was carried off the field after his 1972 Miami Dolphins beat Washington 14-7 in Super Bowl VII to finish as the only unbeaten, untied team (17-0) in NFL history. He has taken his teams to six Super Bowls, more than any other coach.

Sure Winner.

Whoever wins today – Legends has their name on great-looking, American-made apparel.

Our secret is simple: we've got every team in the league. Fans love the outstanding appearance of our high-quality embroidered, division-winning styles.

So, if you want to go with a sure winner, regardless of your favorite team's won-lost record, choose Legends. Our designs, our fabrics, our embroidery and our quality – are always undefeated.

Call **1-800-872-9297** for the Legends retailer nearest you.

LEGENDS
ATHLETIC

Kansas City, MO

with black hair-care products.

"The fact that my wife and I raised five kids helped me as a coach to understand the changing problems of young people," Shula says. "When Dave was nineteen, Mike was thirteen. We had five teenagers at once. I had to learn how to deal with their problems. That helped me deal with young players."

Shula surrounds himself with crackerjack assistants—nine have gone on to NFL head coaching jobs—and stays ahead of the curve. In the old days, Shula was offensively conservative, even when he had Johnny Unitas at quarterback. Now Dolphins' quarterback Dan Marino usually passes more often than anyone in football.

Shula and his first wife Dorothy (above) were married 32 years, before she died of cancer in 1991. He married Mary Anne Stephens in 1993.

"The great thing about Shula is the way he's adjusted," says Hank Stram, former Kansas City coach. "Not many of us ever had his sort of flexibility."

Whatever the challenge—a player, the culture, the game—Shula handles it the same way. He points his chin down the track and shovels the coal.

"You've got to have the courage of your convictions," Shula says. "Mentally, physically, morally, you've got to have the courage. Somehow, some way, you've got to get the job done."

THE HEART

It was the summer of 1958. Don and Dorothy Shula were on their honeymoon at Ocean City, New Jersey. They were strolling along the seashore when Don stopped and asked Dorothy to backpedal. You know, run backwards in the sand.

"Why?" she asked, appropriately.

"I want to see how agile you are," he explained. "Football players have to be agile, and I want to see if our offspring have a chance to be players."

Don wasn't kidding. So Dorothy backpedaled. Shula's critics use this story to illustrate Shula's coldness, but actually it shows the opposite. Young Don was so smitten with love that he committed a major coaching blunder. He should have conducted this important agility test *before* proposing. What if Dorothy had been clumsy?

"I would've been stuck," Shula says with a smile.

He smiles often when he talks about Dorothy, whom he met in a bowling alley in their hometown of Painesville, Ohio. They were a mutual admiration and inspiration society for more than 32 years. They had five children, and the two boys inherited enough backpedaling dexterity to become NFL players.

Dorothy died of breast cancer in 1991, after a terrible four-year illness. The first time Don Shula's kids ever saw him cry was at her funeral.

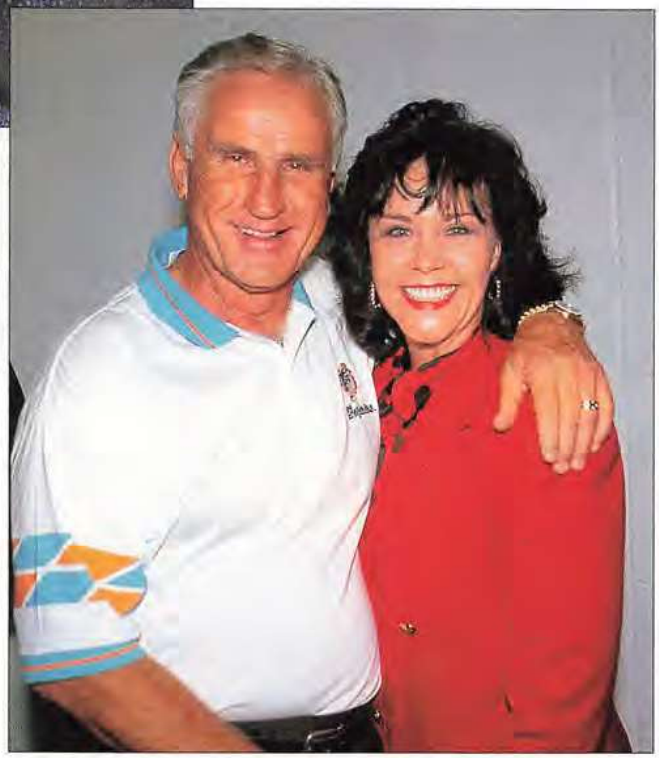
He was devastated. For weeks he wandered around their home, feeling Dorothy's presence, sinking in despair and loneliness.

"I'd always know that Dorothy would be there when I walked out of the locker room," Shula has said. "She'd always had an answer for whatever happened that day. She'd gotten me to think about things other than football...and she'd always found a way to make me laugh."

What saved Shula was his family. He had always had a coach-player relationship with his kids, but with Dorothy gone, he knew he had to do what she had begged him to do—let down the emotional walls.

"He was never the kind of father who could tell you he loved you, who would hold you or kiss you," says Donna, the oldest Shula daughter. "It was real awkward for him. It's funny some of the things that you can talk to him about, things like your personal relationships, things you would never dream of telling him before. He tells us he loves us a lot more, too."

Nearly a year after Dorothy's death. Shula went to a New Year's party and met Mary Anne Stephens, a wealthy political and philanthropic activist. Two months later he worked up the courage to ask her for a date, and a year and a half later, they married.



DAVID DRAPKIN

A new Shula has emerged, wearing flowered shirts and designer clothes, dancing at an Elvis theme party, snorkeling in the ocean, going to tennis camp in California. Opening up more, even with his players.

"I definitely think he's changed," recently retired linebacker John Offerdahl says. "He enjoys football maybe a little more. I see him smile a little more. When I first came, everything was business, business, business. Now he finds time to slide in a joke, loosen it up a little."

Not that Shula hasn't always had a soft, sentimental side. He still thinks of that day on the beach with Dorothy, and he smiles.

"Quick feet," he says.

THE BELLY

Due south of the Chin is the Shula Belly. It is well known for its stubborn refusal to shrink, despite Shula's relentless jogging and dieting. But the Belly is even more famous as home office of the Shula Fire.

"I was born with it," Shula says, referring to the fire, not the belly.

He was raised in little Painesville, Ohio, and was the boss of the lo-

cal playground, even though he was the smallest and youngest kid in the neighborhood. Legend has it that when his grandparents beat him at a card game, little Don threw the cards and called them cheaters. True story?

"Oh yeah," Shula says.

When his sixth-grade football team lost, Shula ran under the stands and sobbed. In high school and in college, his teammates called him "coach," and it was not always a term of endearment.

"More than once," he says, "I was told, 'Hey, you worry about yours and I'll worry about mine.'"

He was a hard-nosed running back at little John Carroll University, then he faced a career decision.

PHIL MASTURZO

Shula got another victory ride after he won his 325th game in 1993 to break the all-time record held by former Bears coach George Halas.

"I had a teaching minor in math," Shula says, "and I wanted to coach and teach in high school. When I graduated from college, I had a job offer in Canton, Ohio, at Lincoln High School, for $3,700. I was drafted by the Browns and they offered me a contract for $5,000. I decided to shoot for the moon."

He was simply taking a more roundabout route to Canton, now home of the Pro Football Hall of Fame. He played five seasons at defensive back for the Browns and Colts, then went into coaching as an assistant at Virginia. Five seasons and two jobs later, he was hired as head coach of the Baltimore Colts at age 33.

Shula is so driven that he had missed only one full day of work in 32 seasons, and that was because of Dorothy's illness, until he suffered a ruptured Achilles tendon just last December and underwent surgery. Still, he did not miss the next game, riding the sideline in a golf cart. And coaching. His energy is legendary. Bucking the NFL trend, he does the work of two men—coach and general manager.

Burnout? Shula is more likely to be stricken by beriberi. Burnout is for guys whose supply of football passion is exhaustible.

On the sideline on Sundays, Shula is a maniac, all chin and glare and bark, the fire seemingly raging out of control. Yet he runs the ship with a steady hand, and later has uncanny recall of every play.

"I don't know that I'll ever find a substitute for what happens on game day, when the ball is kicked off," Shula says. "The emotional roller coaster. When I lose that, I'll know it's time to look for something else. I haven't lost that."

THE RECORD

Some perspective on Shula's career victory total: The active NFL coach closest to Shula is Chuck Knox with 193 wins. If Shula never wins another game and Knox averages 10 wins a year, he will catch Shula in the year 2009, at the age of 77.

Shula's lifetime winning percentage is fourth on the all-time NFL list of coaches with 100 or more victories, behind John Madden (.731), George Allen (.681), and Joe Gibbs (.683). But those three coaches were short-timers, with a combined total of 34 NFL seasons.

Shula is too busy coaching to wallow in his numbers and records, but he is aware of whom he passed to become football's winningest coach.

"To me," he says, "the two most important people in the NFL were George Halas and Paul Brown."

Shula played under Brown in Cleveland, then coached under Brown disciple Blanton Collier at the University of Kentucky. Shula also coached under George Wilson, a Halas disciple, and then, as a head coach, went head-to-head with Halas. In their nine meetings, Colts vs. Bears, Shula came out with a 5-4 edge.

"Their two styles were in direct contrast, and I learned from both," Shula says. "From Halas I learned the handling of men and the toughness and competitiveness of the game. From Paul I got the teacher-pupil relationship. Paul put the classroom into pro football."

THE EMPIRE

Just northwest of Miami is the town of Miami Lakes, which really should be named Shulaville. Bearing the name and signature of Don Shula are two hotels, a steak house, a sports bar/restaurant, an executive golf course, and a huge athletic club.

You can shop from a full line of Don Shula golf clothing, and everything from golf balls to hotel soap to match books is stamped with a drawing of the famed Shula profile.

At the plush Don Shula Steak House, the menu is inscribed on a real football. The biggest cut is a 48-ounce porterhouse, bigger than your menu, and if you eat the entire steak, your name is engraved on a small gold plaque and bolted to the wall. Management assumes no responsibility for any fire that might start in your belly.

That 48-ounce club is the perfect Shula touch: To be rewarded, you must push yourself beyond sane limitations, eliminate all distractions, dig in, and go to work.

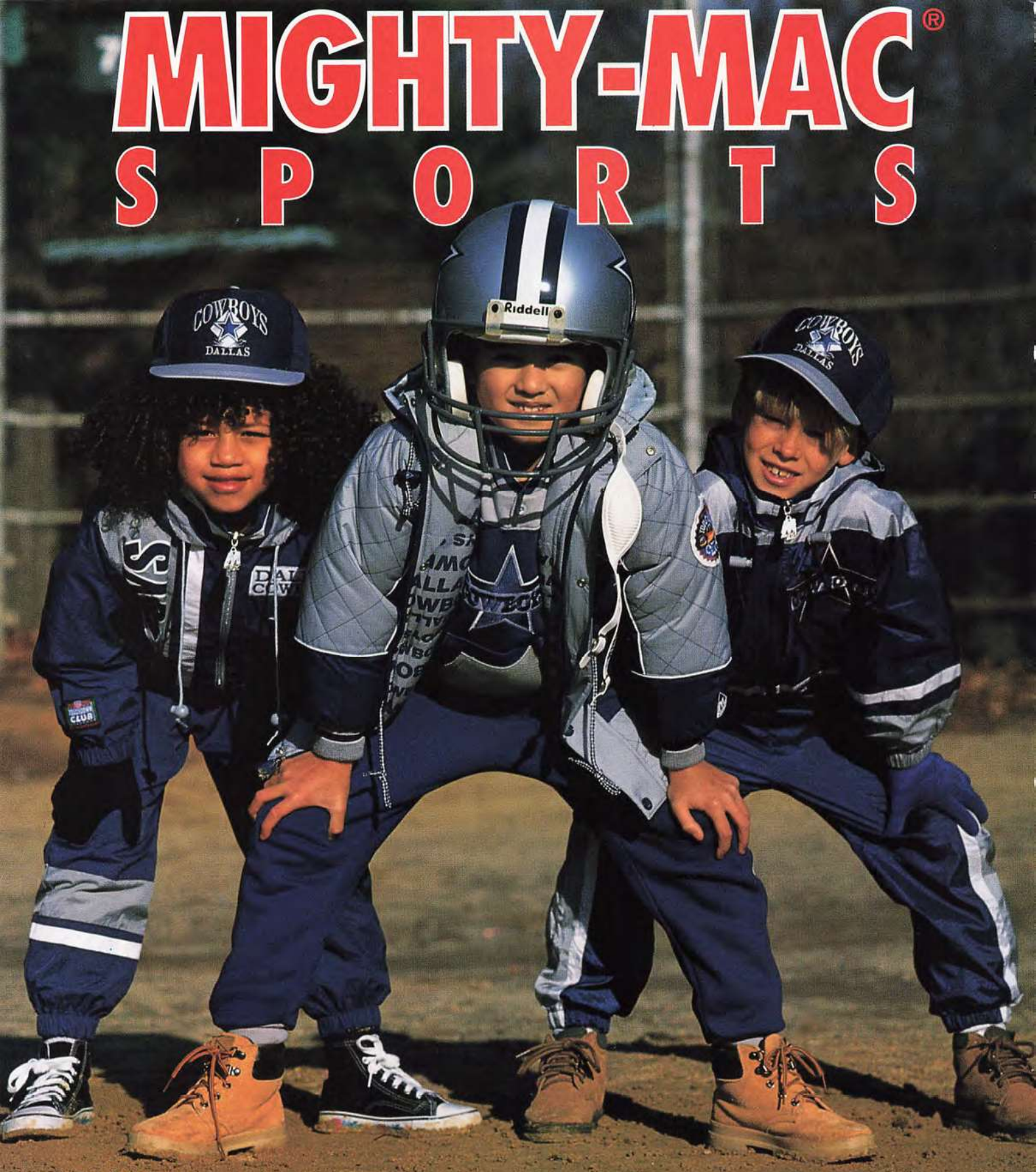
No excuses. Somehow, some way, you've got to get the job done.

A BETTER PLAN FOR THE FUTURE.

At CIGNA HealthCare, choice has always been part of our plan. That's why we offer a complete portfolio of managed care options designed to satisfy both employees and employers. You'll find programs like CIGNA Health Access which control company costs and give employees the freedom to see a physician outside the CIGNA network and still be covered. All of CIGNA's managed care plans offer affordable comprehensive coverage, as well as an extensive network of doctors to choose from. In addition, we offer prenatal screening for high risk pregnancies and we cover routine check-ups, well child care and immunizations. It's part of our commitment to keeping our members healthy. Now and in the future. For more information contact your local CIGNA HealthCare representative.

CIGNA HealthCare

A Business of Caring.



AVAILABLE AT KID'S FOOTLOCKER, J.C. PENNEY AND OTHER FINE STORES

MIGHTY-MAC SPORTS MARKETS A COLLECTION OF ACTIVEWEAR, PLAYWEAR, OUTERWEAR AND HEADWEAR FOR TOUCHDOWN CLUB, FOR SIZES "NEWBORN THROUGH TWENTY".

MIGHTY-MAC AND LOGO ARE TRADEMARKS OF THE HADDAD APPAREL GROUP, LTD.
MIGHTY-MAC IS AN OFFICIAL LICENSEE OF THE NFL MARKETING ALL 28 TEAMS.
FROM HADDAD • AMERICA'S #1 CHILDREN'S APPAREL COMPANY.

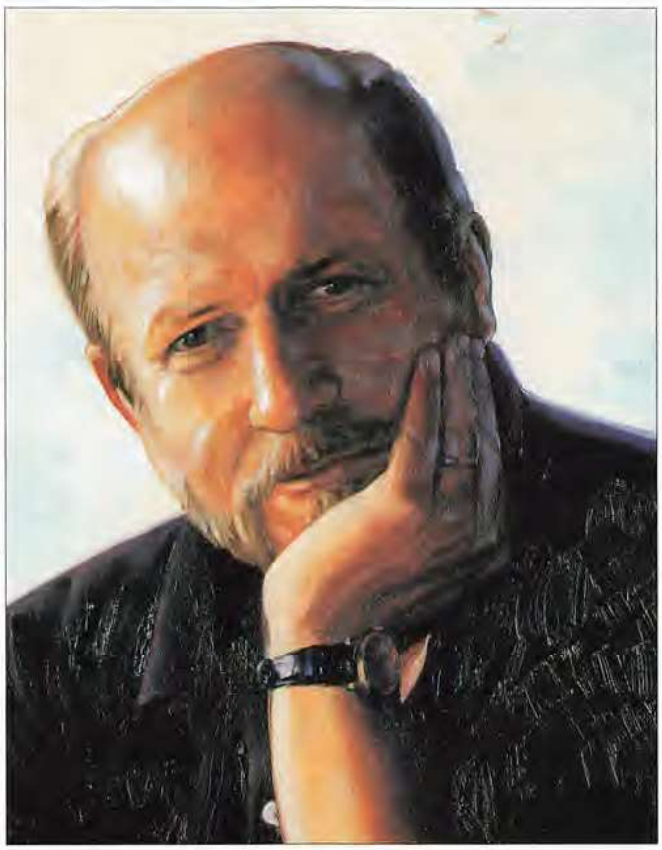
HADDAD

SUPER BOWL SPOTLIGHT

JAMES W. HALL

RELUCTANT ZEALOT

It's a perfect November afternoon in south Florida. A cool front has moved through overnight and scraped the sky clean. It is now an immaculate, cerulean blue, the color of Paul Newman's eyes or the pool water at the Coral Gables Country Club. A lazy cinnamon-scented breeze is stirring the palm fronds and there seems to be more air in this new air. Overnight, our old stagnant, humid atmosphere has been washed away, replaced by this new stuff straight from Canada with its hint of pine and glaciers, as invigorating as a jolt of Cuban coffee.



CHRIS HOPKINS

My fishing boat is filled with gas. The Yamaha is tuned and greased, the deck is washed. My reels are lubed, filled with fresh line. There is word among my fisherman buddies that dolphin are showing up in great numbers very close to shore. The backcountry waters are full of bonefish, tarpon, and permit. Everywhere there are fish jumping into boats. The seas are as flat as putting greens.

But on this beautiful, inviting afternoon, I'm locked away inside the house, making the guacamole, tearing open the Cheese Doodles, foaming up my first beer. Because today is Game Day. The only Dolphins I care about on this sunny afternoon are putting on their shoulder pads, getting ready to play at Joe Robbie Stadium.

I could have gone to the game. A friend invited me, but for the hundredth time I declined. I love football, but I don't like crowds. Well, that's not entirely true. I just don't like *being in* crowds. The fact is, I like crowds very much when I'm looking at them on TV. I like hearing them roar, I like The Wave, I like the white hankies. Without fans filling the stands, my afternoons in front of the television wouldn't be half as much fun.

I'm glad there are those who enjoy being in crowds. They are a necessary ingredient in my pleasure. I like their wacky signs, outrageous puns and plays on the call letters of the network televising the game. I like the ones who paint their faces in team colors, the ones with the crazy hats. I like the ones who go half-naked in the middle of winter in Buffalo. Though, as a Miami fan there is little else I can allow myself to like about Buffalo or its fans.

I like the fans who sit on the 50-yard line and watch most of the game on their portable TVs. And though you are not supposed to say so, I like the pretty women fans. It pleases me that there are several cameramen who constantly roam the stands looking for shots of them. So what if it is politically incorrect to admit? This is Sunday. This is Game Day. The one day of the week when political correctness and correctness of every kind take a holiday.

But let's be clear about this: I am not a football nerd. I never have memorized a single statistic about football. I have only a dim memory of who won the Super Bowl five, or ten, years ago, though I'm sure I watched those games. I don't know the names of any of the Dolphins' assistant coaches, or any of the special-teams players. This is a crucial distinction for us understated football fans—not to be mistaken for

football nerds. In this case, I am much like those drivers on the interstates of America who believe that anyone driving 10 miles faster or 10 miles slower than they're driving has to be a complete lunatic.

I mention to my neighbor that I am going to be watching the Big Game today and he looks at me blankly. What Big Game? And I see him staring at me the same way I stare at the geeks who can name the first 500 college players who will be selected in this year's NFL draft or the 40-yard dash time for some halfback at Alcorn State. I am not that kind of geek. I am the Cheese Doodle, a quiet fan geek.

We are the fans who have otherwise productive lives. Yes, we read the sports page, listen to an occasional sports talk show, make sure the guacamole is ready for the pregame show. We give up glorious Sunday afternoons to lie on the couch in front of the 32-inch. But, by God, we absolutely and utterly refuse to memorize statistics. And, more importantly, we are the fans who have made conscious and deeply emotional decisions to stick with our team through thick and thin.

This is a pivotal distinction between us and other fans. My loyalty to the Miami Dolphins is frail and vacillating. For more than 20 years I have worked hard to discover ways to disentangle myself from an emotional connection to the weekly fate of the Dolphins. Being a sensible, reasonable adult, I sometimes manage to talk myself out of it. The conversation goes like this: Whether the Fish win or lose on Sunday obviously should have no connection with my sense of worth, my emotional inner landscape. If Dan Marino has a cold afternoon, or if the Fins once again produce less than a hundred yards on the ground, or if the defense again finds no way to stop the 10-yard down-and-out, why should I be depressed? Why should I writhe on the couch sinking deeper into the hollow gloom of defeat? Why should I wake up Monday morning feeling a sense of failure? There is utterly no good reason for it. Such feelings surely are deeply neurotic weaknesses, some undiscovered form of dependency that not even the Betty Ford Clinic people have tackled yet.

"Why should I be depressed...why should I wake up Monday morning feeling a sense of failure?"

However, when this first line of defense fails, as it frequently does, I must resort to a more devious approach—to watch the game with a predetermined sense of doom. These guys'll be lucky to lose by only 2 touchdowns. I'll just sit here and concentrate on how bad the running game is this week. Cheese Doodles at the ready I will razz and snort, mock and rant. See, I knew it! These guys are worthless teases. They get so close, then they unfailingly disappoint.

The obvious danger with such a strategy is that I might actually begin to believe these things and become so cynical that I stop watching altogether. This almost happened three or four years ago, but the anxiety and withdrawal were so painful that I had to revert to my earlier methods and give myself a good talking to—your fate is not tied to these guys, don't get so worked up. Miss a few weekends, dry out, see how you feel.

Another technique I have been refining lately relies on the special identity that my team has established over the Don Shula era. These guys are notoriously clean players. Season after season they are the least penalized team in the league. Therefore, my rationalizing logic goes, they are so under control, so gentlemanly and fair-minded that it is to their credit even to play close with their bad, brawling, morally inferior opponents. I tell myself that I prefer the Dolphins to play the righteous game they do instead of the smash-mouth football that seems to be the rage these days, even if it means my guys will most likely lose the big ones.

Or I might use a permutation of this team-specific approach: Shula is the winningest coach of all time, and Dan Marino is among the top two or three greatest quarterbacks. And don't forget the 1972 perfect season. I can console and distract myself endlessly with these facts, no matter how poorly they may be playing on a given afternoon. Sure, the glorification of winning is a sad and empty thing. Clearly, this team has virtues far beyond its won-lost record, and surely it is worth giving up my sunny Sunday afternoons to watch them, no matter what the outcome.

Complicating matters with this approach, however, is the fact that I am also a reluctant Miami Hurricane fan. A deft and malleable psychological yoga is required to allow me to root for the cleanest team in professional football with the same enthusiasm as I cheer on college football's nose-thumbing rowdy boys.

Somehow I've managed. I have screamed at the television on more beautiful Miami afternoons than is good for anyone. I have scared the dog, frightened my spouse, I have consumed foods of grotesquely unnatural colors, foods I would never dream of eating at any other time. And though we at-home fans clearly don't have the crass and obvious effect of fans in the stands, drowning out the play calling of the opposition, and pumping up our brave gladiators, nevertheless, I am convinced we are a crucial, if unseen, ingredient in our team's success.

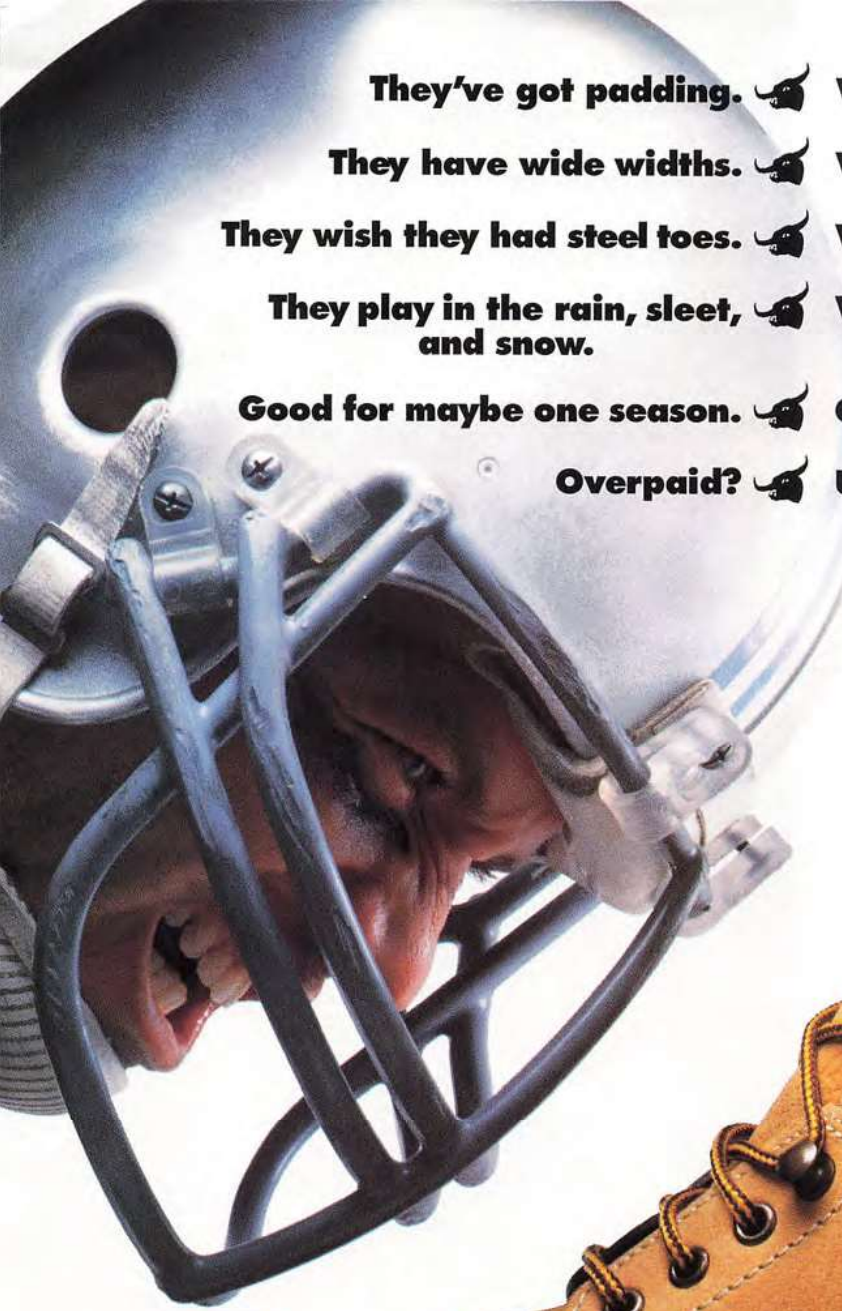
Despite having no scientific proof whatsoever, I have come to believe that fans like me radiate a crucial network of psychic energy. In some pivotal way, it is our couch-twisting that gets Keith Jackson that extra yard for the first down, our fist-shaking, name-calling, cheers, and gasps that give the extra push that propels the game-winning field goal through the uprights. I am as certain of this as I am that I have helped, in my way, to steer the Dolphins down the field with powerful discharges of hope and dread.

Finally, I have come to believe that this weekly struggle to maintain a balance between loyalty to my team and common sense has much in common with the natural ebb and flow of an enduring marriage. The Dolphins and I are locked into a fierce and passionate intertwining of destinies. And all these spats, this continually strained fidelity, these rationalizing gymnastics I must inflict upon myself, all these are probably nothing more than the natural transactions of a long and thriving romance.

They've got padding.	We've got padding.
They have wide widths.	We have wide widths.
They wish they had steel toes.	We have steel toes.
They play in the rain, sleet, and snow.	We play in the rain, sleet, and snow.
Good for maybe one season.	Good for all seasons.
Overpaid?	Underpriced.

$39.99
Nubuck leather

$37.99
Smooth leather



$49.99
Steel toe/leather

Underneath their big, tough, rugged exteriors, they're all a bunch of softies. Made with full grain leather, they're constructed for comfort, have oil-resistant lug soles for traction and goodyear welts for durability. They also come with full Thinsulate™ thermal insulation for extra warmth (also available unlined). So make a run for Kmart. The only place where you can buy Texas Steer, America's #1 boot choice.

TEXAS STEER®

Look for new waterproof Texas Steer Dry Treds,™ coming soon to select Kmart stores.

Call 1-800-866-0086 for the location of your nearest Kmart store, Pharmacy or Auto Service Center. ©1994 Kmart Corporation.

Kmart®

SUPER BOWL SPOTLIGHT

THE STATE OF THE NFL

South Florida Has Produced Dozens of Current NFL Players

BY BOB KEARNEY

PHOTOGRAPHS BY BOB ROSATO

The story of football in south Florida begins on a weedy sandlot where boys wear T-shirts made to resemble jerseys. Superstars' numbers are handwritten on their backs. It continues in city parks, where Optimist and Pop Warner leagues organize teams of pee-wees who compete according to weight limits. The story intensifies in high school stadiums, where coaching excels and rivalries endure. Finally, it burns white hot in the Orange Bowl or Joe Robbie Stadium, where legends are made.

Passion for the game consumes south Florida. National championship-caliber teams annually emerge at the high school and college levels. Super Bowl dreams and memories are a part of every Dolphins game. A convincing argument could be made that south Florida is America's Football Capital.

Consider that the winningest coach in National Football League history has paced the sidelines here for 25 years, taking his Miami Dolphins to five previous Super Bowls. Including Super Bowl XXIX—the seventh to be held in south Florida—12 of the 29 games have featured either a Miami dateline or a Miami team.

College football's national champion has emerged from the Orange Bowl eight times in 14 years. The University of Miami, which finished with a number-one ranking in 1983, 1987, 1989, and 1991, has been a New Year's Day bowl participant somewhere for 12 consecutive seasons.

National high school power Miami Southridge, which has six graduates on NFL rosters, always finds the stiffest competition on its schedule in the greater Miami area.

College recruiters stake their livelihood on the talent to be found in the three counties that hug the southeast coast of Florida, including Miami—Dade, Broward, and Palm Beach. An astonishing 132 athletes from Dade County alone were at Division I schools in 1994.

In 1994, some 55 products of south Florida high schools played in the NFL. Seven of those players landed on the Los Angeles Rams' roster. The area produced 18 NFL first-round draft choices in the 1980s—six more than had been developed there in the previous three decades combined.

In Fort Lauderdale, where hordes of college students once congregated for spring break, the 1960 movie title song *Where the Boys Are* also applies to young men in shoulder pads, not swimming trunks. Four Pro Bowl players from Broward County high schools—safety Bennie Blades (Piper) of the Lions, wide receivers Michael Irvin (St. Thomas Aquinas) of the Cowboys and Brian Blades (Piper) of the Seahawks, and running back Lorenzo White

THE BIG GAME, MIAMI SOUTHRIDGE STYLE

A thunderous rendition of the school fight song echoes through the gymnasium at Miami Southridge High School, where 1,400 clapping, stomping, shouting students celebrate their own enthusiasm. One by one, the silver-jerseyed athletes of the best high school football team in Florida emerge through a human tunnel, and the cheerleaders, flag corps, and Junior ROTC take turns presenting snappy pep-rally routines. The decibel meter rises again when a silver-wheeled red cart arrives at center court. Rosie pokes her snout over the edge of the cart.

It is time to kiss the Pig.

At Southridge High, as part of a charity drive, students make donations in the names of the teachers of their choice. The top fund raiser is awarded a "date" with Rosie. The reluctant winner this time is junior varsity football coach Carzell Morris. Students giggle and shriek as he descends from the top row of the bleachers and crouches next to Rosie. After some hesitation, he leans forward and gingerly smooches the pig's snout. The gymnasium erupts.

Such is the backdrop in late October for the biggest game of the year in southern Florida. Southridge's Spartans, a perfect 15-0 in 1993 and undefeated after seven games in 1994, soon will be challenged by Palmetto High, another regional powerhouse.

(Dillard) of the Oilers—grew up almost within field-goal range of each other, near the Thunderbird Swap Shop on West Sunrise Boulevard. They all were drafted by NFL teams in 1988—with the third, eleventh, twenty-second, and forty-ninth overall picks.

Four local products are NFL kickers: the Colts' Dean Biasucci (Miramar), who became in 1993 the first player to kick 6

THE BIG GAME

An hour after the pep rally, an hour before the pregame meal, the Southridge locker room is as quiet as a library. Lying on the floor of the coaches' office, defensive coordinator Mike Shapiro takes a nap, his legs raised on a chair. Players shuffle silently to the trainer's room or curl up with wrinkled pages of the playbook.

The quiet suits defensive end Ernest Dean, who is straddling a bench and concentrating on an anatomy textbook. Never mind that he stands only 5 feet 8 inches and weighs 165 pounds. He will let football, wrestling, and a straight-A average carry him from his grandmother's house in South Miami Heights to college, where he hopes to study to become a doctor.

Dean epitomizes the discipline and work ethic at Southridge. If a player skips a class or a homework assignment, gets rowdy, or smarts off to a teacher, he must buy a ticket to see the next game. Players seldom risk such dishonor.

field goals of at least 50 yards in a season; the Chargers' John Carney (West Palm Beach Cardinal Newman), accurate on a record 29 consecutive field goals from midseason in 1992 to early in 1993; the Oilers' Al Del Greco (Coral Gables); and the Vikings' Fuad Reveiz (Miami Sunset).

An imposing offensive line could be built with four former first-round draft choices from south Florida: tackle Lomas Brown (Miami Springs) of the Lions, tackle Bruce Armstrong (Miami Central) of the Patriots, guard William Roberts (Miami Carol City) of the Giants, and center Steve Everitt (Miami Southridge) of the Browns.

Receivers? In addition to 1,000-yard producers such as Irvin and Blades, there are burners such as the Patriots' Michael Timpson (Hialeah-Miami Lakes), the Rams' Isaac Bruce (Fort Lauderdale Dillard), and the Cardinals' Randal Hill (Miami Killian). All follow in the swift footsteps of acrobatic Anthony Carter (Riviera Beach Suncoast), who set Vikings career records with 7,636 receiving yards and 52 touchdown receptions before he joined the Lions in 1994.

The backfield? Buccaneers running back Errict Rhett (West Hollywood MacArthur) gained 4,163 yards at the University of Florida to erase the career rushing record of Emmitt Smith. Buccaneers quarterback Craig Erickson is a product of West Palm Beach Cardinal Newman.

One of football's most feared pass rushers, Chiefs linebacker Derrick Thomas, comes from South Miami. Recent first- and second-round linebacker picks include the Jets' Marvin Jones (Miami Northwestern), the Cowboys' Darrin Smith (Miami Norland), and the Oilers' Micheal Barrow (Homestead). Defensive backs include the Cardinals' Andre Waters (Pahokee) and the Bengals' Louis Oliver (Belle Glades Central).

It's no secret why athletic talent abounds in this region: the weather. There are some 3,000 hours of sunshine every year. With an average daily temperature of 76 degrees, the athletic options are plentiful: golf, tennis, baseball, soccer, running, cycling, swimming, or, of course, football. Such limitless recreation has given rise to extraordinary athletes outside of football, too: six-time U.S. Open tennis champion Chris Evert from Fort Lauderdale, baseball Hall of Fame pitcher Steve Carlton from North Miami, sluggers Andre Dawson and Jose Canseco from Miami, NBA all-star guard Mitch Richmond from Fort Lauderdale, among others.

But if the region breeds great athletes, it especially breeds great football players. Intense competition exists among 26 schools in the Greater Miami Athletic Conference, 25 in the Broward County Athletic Conference, and 18 in the Palm Beach County Athletic Conference.

"Kids here run year 'round. So there is tremendous speed down here, as opposed to some other areas where they can't get outside and run all the time," says 50-year-old Don Soldinger, the drill-sergeant boss of state

champion and nationally second-ranked Southridge. "Spring football also has a lot to do with the quality. Those twenty days we get—three in shorts and seventeen in pads—determine who the players are as far as aggressiveness and hitting. Then you can teach them a lot more."

Just how much speed does Southridge possess? The Spartans' defensive backfield stayed together for the 1992 track season and won the state title in the 4x100 relay in 41.4 seconds.

The Chiefs' Thomas, no slowpoke, played fullback as a junior at South Miami High but was switched to linebacker in spring drills. All Thomas did was win the Butkus Award at the University of Alabama as the nation's outstanding linebacker.

"Once I got to college, I hated spring football," Thomas says. "But at the high school level, I think it is a necessity because it lets you polish skills and techniques and increase your chances for a college scholarship."

Cleveland's Everitt and linebacker Stephen Grant of the Colts were a linebacking tandem on the junior varsity at Southridge. Then, Everitt recalls, "they timed me in the forty my junior year and said, 'You're playing the line.' So, I switched to tackle as a junior and to guard as a senior.

"It was tough at Southridge, and you didn't get anything handed to you. Guys I met in college were four-year starters in high school, but it wasn't like that at Southridge. You paid your dues on JV."

THE BIG GAME

Tamiami Stadium rocks with 7,500 spectators, and Southridge has its hands full with Palmetto, nursing a 6-0 lead just 38 seconds before halftime. On consecutive plays, tight end Gana Joseph steams 31 yards on a reverse, and tailback Darren Davis spins away to the 2-yard line from two tacklers for 26 yards. Fullback Sedric Irvin then powers into the end zone. Southridge has covered 59 yards in 26 seconds.

"Let's keep up an intense amount of pressure," Soldinger tells his Spartans before the second-half kickoff. "I want you flyin' around like your life depended on it!"

But in the wink of 2½ minutes in the second half, Palmetto stuns Southridge with two touchdowns, taking a 13-12 lead. Palmetto is ignited by Connie Moore's seemingly impossible catch for a 26-yard touchdown after a mid-air collision. Everyone seems to leap higher against the defending state champions...

An enormous growth in population helps account for the recent boom in star-quality players—especially compared to the 1950s and 1960s, when split end Jim Dooley (Miami High) of the 1952 Chicago Bears and running back Tucker Frederickson (South Broward) of the 1965 New York Giants were the region's only first-round NFL draft picks. Giants' fans will wince, but it remains a fact worthy of note—Frederickson was drafted ahead of Joe Namath, Gale Sayers, and Dick Butkus.

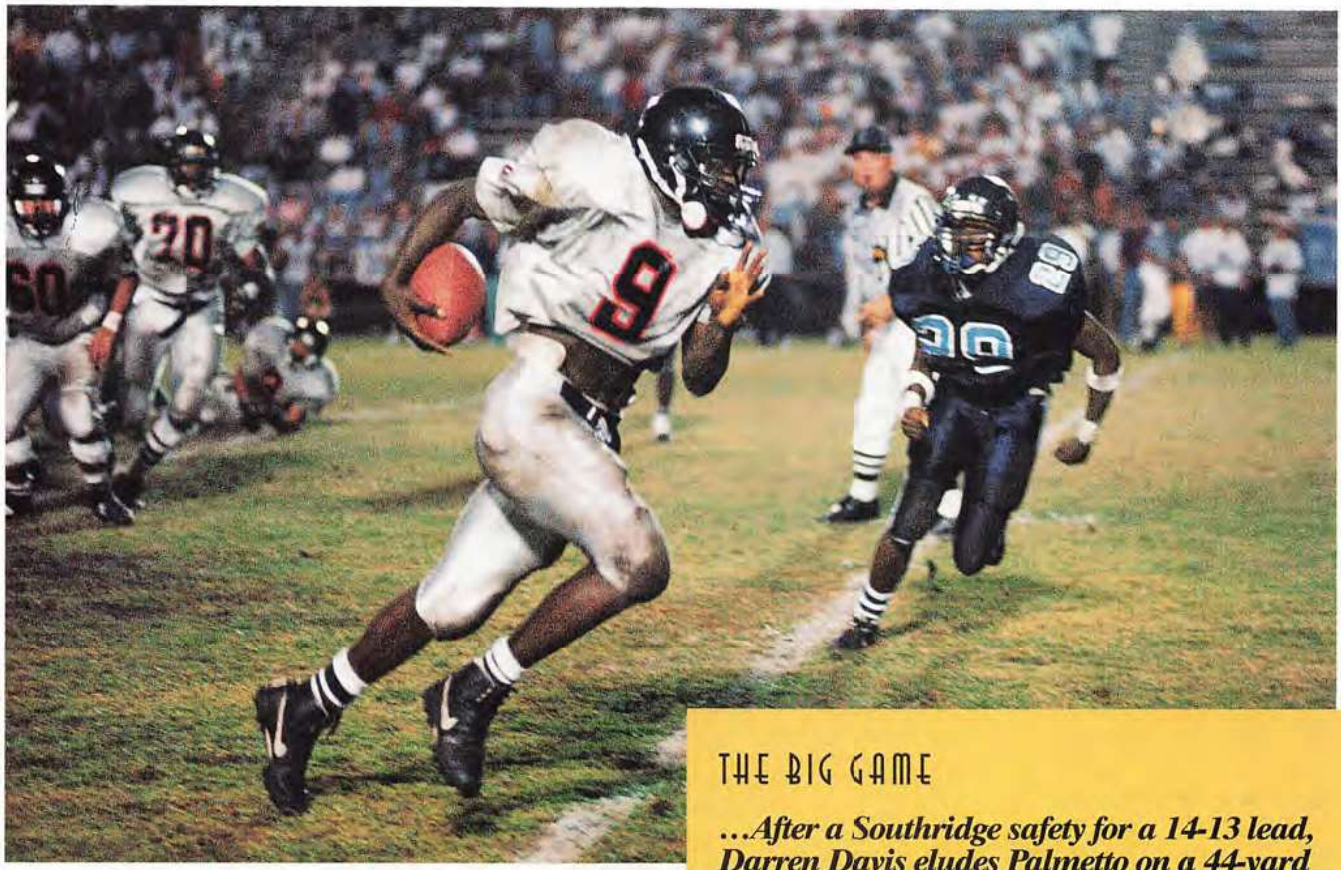
The sun, sand, and surf have attracted 4.3 million people to south Florida. In 1960, some 935,800 people lived in Dade County. Since then, the population has more than doubled. Greater Fort Lauderdale has mushroomed from 334,000 to 1.4 million. Palm Beach County has leaped from 228,000 to 900,000.

"The population increase created more schools and gave more kids a chance to play," says athletic director George Smith, who built a dazzling 161-42 record, including a Class 4A state championship in 1992, in 18 years at Fort Lauderdale's St. Thomas Aquinas High. "There probably was a higher percentage of kids playing football years ago. Only thirty percent of our freshmen played tackle football before coming here. Usually, they've played flag football, soccer, or nothing."

A memorable anecdote often retold at Hallandale High: Coaches there once recruited a tuba player from the band. After he put away the instrument, Butch Rolle embarked on an eight-year NFL career (1986-93) as a tight end with the Bills and Cardinals.

High school coaches see mixed benefits in the expansive youth league programs—

B&J
BARTLES & JAYMES
Island Drinks
Cool Down the Island Way!
FLAVORED MALT, WINE AND APPLE WINE BEVERAGES
MARGARITA
FLAVORED ALCOHOL BEVERAGE
PIÑA COLADA
FLAVORED ALCOHOL BEVERAGE
STRAWBERRY DAIQUIRI
FLAVORED ALCOHOL BEVERAGE
LONG ISLAND ICED TEA
FLAVORED ALCOHOL BEVERAGE
©1994 Bartles & Jaymes Co., Modesto, CA



"Sometimes it hurts kids more than it helps them," Soldinger says—but there is no doubt that the programs spur interest in the game. In 1994, the South Florida Youth Football League, the largest independent league in the country, was rechristened to reflect its membership over three counties, from Boynton Beach to Hialeah. The SFYFL, formerly the Hollywood Optimist Football League, represents 32 organizations and serves an estimated 5,000 players on 170 teams. The National Boys Football League fields another 20 teams from 12 organizations.

In Dade County, 18 parks from Perrine to Coral Gables to Liberty City comprise the Greater Miami Pop Warner Football League. Almost 2,100 boys in five weight classes compete on more than 80 teams. Another 375 kids on 25 Pop Warner teams play eight-man football in a 65-pound division for 6- and 7-year-olds.

The Browns' Steve Everitt, who followed a path from the Palmetto Optimist team through Southridge High, believes pee-wee leagues "weeded out the people whose parents forced them to play and those who really wanted to play."

Lions receiver Brett Perriman (Miami Northwestern) regards his days with Northside Optimist as "a great experience—good organization, good discipline, finding out about responsibility." Perriman's teams lost only one game in five years at Little River Park, where spectators were "so jam-packed you couldn't even see."

The Blades brothers, whose father was a light-heavyweight boxer, yielded to maternal pressure and pursued football at West Lauderdale Football Club and Fort Lauderdale Piper High.

"Mom didn't like Dad's boxing too much," Bennie Blades says. "When Brian and I were six or seven, we wanted to box, too, but she said, 'Hey, forget that.' After she told us we couldn't box, she bought us little plastic shoulder pads and started throwing the football to us."

Mom also insisted Bennie Blades stay on the 85-pound team for three years. He had to watch his weight to qualify. "I ran extra laps when everybody had gone home," he says. "I wrapped my body in plastic bags to sweat off the pounds when I worked out. I did it all."

THE BIG GAME

...After a Southridge safety for a 14-13 lead, Darren Davis eludes Palmetto on a 44-yard bolt to set up a third-quarter touchdown, and Southridge eases to a 20-13 edge. Later, Palmetto must march from its 24 with 6:40 remaining. But Ivan Mandel finds fleet Connie Moore for 28 yards. On third-and-6 from the Southridge 18, Mandel lofts a touchdown strike to Moore in the corner of the end zone.

Palmetto 20, Southridge 20, with 2:29 remaining and a 22-game winning streak on the line. On the Spartans' next possession, 210-pound fullback Sedric Irvin takes matters into his own hands. He tears through the left side of the line, sheds a defensive back, and sprints 65 yards to a touchdown. Southridge fans let out a triumphant roar.

Southridge 26, Palmetto 20.

Kiss the pig.

As a running back at Piper, Bennie relished his neighborhood rivalry with Dillard's Lorenzo White, a running back who gained 1,226 yards for the Oilers in 1992. In the 1983 Dillard-Piper game, Blades remembers White playing after having a wisdom tooth yanked that morning.

"I begged my coach to let me play defense—I just wanted to hit Lorenzo one time," Blades says. "I went in at safety and smacked him. After the game, Lorenzo told me I almost made him swallow the cotton balls in his mouth."

Super Bowl rings are worn by 20 south Florida athletes, including linebacker Ted Hendricks and guard Larry Little, each of whom is a member of the Pro Football Hall of Fame. Two

potential Hall of Fame members are from Palm Beach County—Ottis Anderson, a 10,000-yard locomotive with the Cardinals and Giants (1979-92) who was the most valuable player in Super Bowl XXV, and ageless Rickey Jackson, a six-time Pro Bowl linebacker with the Saints who now lines up in San Francisco.

Hendricks collected four Super Bowl rings and played a phenomenal 215 consecutive games in a 15-year career with the Colts, Packers, and Raiders. The 6-foot-7-inch linebacker, who was known as the "Mad Stork" rose from Hialeah High to NFL stardom. The stadium near the school now bears his name.

Little was an anonymous lineman at Miami's Booker T. Washington High in 1962 in the days before integration. By the 1970s, he was a star for the Miami Dolphins, clearing paths for the NFL's most feared running attack—Larry Csonka, Jim Kiick, and Eugene (Mercury) Morris. Little was a part of the 17-0 season in 1972 when the Dolphins became the only unbeaten, untied team in NFL history.

As a boy, Little lived near Dorsey Park and made his way to the beach on foot, from Overtown across the Rickenbacker Causeway.

"When President Kennedy came out with his Presidential Physical Fitness program, we used to walk six miles from Booker T. to Virginia Key beach," says Little, now head coach at North Carolina Central.

"We played football in any vacant lot we could find. We would try to remove all the glass if we could, but we would land on a lot of rocks. We played tackle without pads or helmets, and we didn't even think about it. We thought that was the way it was supposed to be done."

It wasn't the only way. Some youngsters trained at the beach.

"We'd run the beaches for a couple of miles, and it really helped build muscle endurance," says nose tackle Rubin Carter (Fort Lauderdale Stranahan), who excelled for 12 seasons with the Broncos (1974-1985). Carter now is defensive coordinator at Miami Killian.

"I could feel the difference whenever I ran on grass because the sand was so heavy. My legs were a lot lighter on grass. And just cutting through the palm trees on the beach helped me develop quickness."

The Cowboys' Michael Irvin, who owns club single-season records for pass receptions and reception yardage, could field a football team without leaving his yard in Fort Lauderdale. The fifteenth of 17 children, he remembers life at home: "Anywhere there was room to lay a pillow, you just fell down and slept.

"In my neighborhood, it was football, football, and then some more football," Irvin says. "At first, we didn't have street lights, so at seven o'clock, we had to take it in. But when they put up street lights, we called it *'Monday Night Football.'* When those lights came on, that'd be the kickoff.

"There were times when guys going out for a pass forgot where they were, and—boom!—they'd collide with a parked car. Everybody would be real quiet when it happened. They'd whisper, 'Oh, man, I hope he's not hurt.' And as soon as he'd get up staggering, everybody would fall down laughing."

Irvin has the same alma mater as former tennis queen Chris Evert. Their school's Brian Piccolo Stadium honors the 1962 graduate and Chicago Bears fullback whose courageous battle with cancer in 1970 inspired the movie *Brian's Song*.

The Lions' Lomas Brown, a three-time Pro Bowl selection, couldn't meet the weight limit for the Hialeah Optimist team, so he didn't play organized football until the tenth grade at Miami Springs. But football of the non-organized variety on 55th Street in Brownsville left him with two broken fingers.

"The games were rough," Brown says. "Once, they threw my younger brother a pass and he couldn't stop. He ran headfirst into my Mom's Chevette. He left a big dent in the side."

"We played tackle football in the street," the Lions' Perriman says, "and you name it—from skinned arms to bruised hips to bruised ribs—we went at it big time. If you won, you owned the territory and everyone looked up to you."

A mile from Joe Robbie Stadium, Giants guard William Roberts (Miami Carol City), who played in Super Bowls XXI and XXV, faced some pretty tough competition, too.

"We'd play 'Kill the Man With the Ball,'" Roberts says. "You'd throw the ball up and whoever got it, everybody else tackled him. No sidelines, no refs. You played until you got too tired."

Defensive tackle Jimmie Jones, who spent four seasons in Dallas before joining the Rams as a free-agent in 1994, had his training ground in rural Okeechobee.

"We'd run around the cow pastures because the grass was high," Jones said. "We'd try to catch jack rabbits. That was great exercise, and it made you quick. We used to play football on a dirt road, and a lot of guys got skinned up. First you start playing touch, and when you touched a guy too hard, he'd say, 'All right, we can tackle.'"

The University of Miami gave Jones a scholarship based on films of his junior year (he sat out his senior year). He remains grateful that then-Miami coach Jimmy Johnson took a chance on him. A third-round draft choice in 1990 when Johnson was resurrecting the Cowboys, Jones now has a pair of Super Bowl rings to match the two national championship rings he earned as a Hurricane.

THE LEGEND OF CORAL GABLES

"I remember walking into the Coral Gables locker room the first time," says former Atlanta Falcons linebacker Ralph Ortega, now a Miami insurance executive. "It was the same impression you get walking into an ancient cathedral. I was in total awe.

"They still have that sign up there that says 'Through These Portals Walk the Greatest Athletes in the World.' It's funny—I believed it the first time I saw it," Ortega says. "There was some hype, yet there was some credibility to it."

NFL scouts apparently agreed. In the 1975 NFL draft, three members of the 1970 Coral Gables Cavaliers were among the first 29 collegians selected. The Bengals chose linebacker Glenn Cameron (fourteenth overall), the Raiders took safety Neal Colzie (twenty-fourth), and the Falcons Ortega (twenty-ninth).

That wasn't the end of it. Defensive tackle Gary Dunn, who was one class behind Cameron, Colzie, and Ortega, spent 11 seasons (1977-87) with the Pittsburgh Steelers, eight as a starter. He earned rings in Super Bowls XIII and XIV. Finally, those four members of the 1970 Coral Gables team played 36 seasons on defense in the NFL.

Oh, and the bus driver for the 1970 Cavaliers, Josephine McKinnon, would one day see her 9-year-old son Dennis (Miami South) start at wide receiver for the Chicago Bears when they defeated the New England Patriots in Super Bowl XX.

Other south Floridians who earned Super Bowl rings:
• **Ottis Anderson**, RB, West Palm Beach Forest Hill (N.Y. Giants XXI, XXV) • **Larry Brinson**, RB, Miami Northwestern (Dallas XII) • **Neil Colzie**, S, Coral Gables (Oakland XI) • **Gary Dunn**, DT, Coral Gables (Pittsburgh XIII, XIV) • **Kevin Fagan**, DE, Lake Worth Leonard (San Francisco XXIII, XXIV) • **Chris Godfrey**, G, Hollywood Chaminade (N.Y. Giants XXI) • **Ted Hendricks**, LB, Hialeah (Baltimore V, Oakland XI, XV, XVIII) • **Stefan Humphries**, T, Fort Lauderdale St. Thomas Aquinas (Chicago XX) • **Michael Irvin**, WR, Fort Lauderdale St. Thomas Aquinas (Dallas XXVII, XXVIII) • **Greg Jackson**, S, Miami American (N.Y. Giants XXV) • **Jimmie Jones**, DT, Okeechobee (Dallas XXVII, XXVIII) • **Willie Jones**, DE, Homestead South Dade (Oakland XV) • **Reggie Kinlaw**, NT, Miami Springs (Oakland XV, L.A. Raiders XVIII) • **Larry Little**, G, Miami Booker T. Washington (Miami VII, VIII) • **Godfrey Myles**, LB, Miami Carol City (Dallas XXVII, XXVIII) • **Alfredo Roberts**, TE, Fort Lauderdale South Plantation (Dallas XXVII) • **William Roberts**, G, Miami Carol City (N.Y. Giants XXI, XXV) • **Darrin Smith**, LB, Miami Norland (Dallas XXVIII) • **Dave Thomas**, CB, Miami Beach (Dallas XXVIII)

ESPN SUNDAY NIGHT NFL

WE'VE GOT SOMETHING YOU WON'T SEE IN ANY OTHER GAME. (YOUR RECEIVERS)

Real quarterbacks don't look through passing windows when they drop back, so why should you? ESPN Sunday Night NFL gives you a full-field perspective, so you can check off all your receivers while reading a nickel zone, or burning a cornerback in man-to-man. From the moment your QB releases the ball, you've got complete control of your receivers. The game has audibles, updated NFL rules (like the 2-point conversion), and play options most other games wouldn't even understand. You can play an entire season in the rain, sun and snow, and save all your stats with the battery back-up. So if you love passing windows, buy another game. If you love passing, buy ESPN Sunday Night NFL.

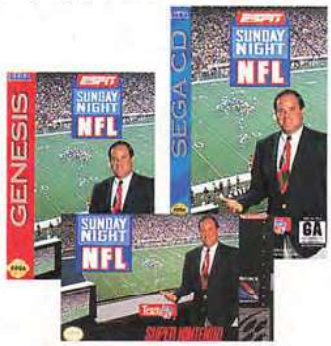
"...the game features the most intuitive 'on the fly' passing game of any football title that we've played." -DieHard GameFan

ALL 28 NFL TEAMS

E-Z CAM ZOOMS IN ON THE BALLCARRIER SO YOU'RE RIGHT THERE TO SEE EVERY BONE-CRUSHING HIT AND SHOESTRING TACKLE.

FULL CONTROL OF YOUR RECEIVERS AT THE RELEASE OF THE BALL LETS YOU RUN UNDER THE BOMB OR COME BACK FOR AN UNDERTHROWN PASS.

CAN YOU SAY F-U-M-B-L-E? CHRIS BERMAN CAN, AND WILL, LIVE FROM THE BOOTH, ON SEGA CD. THERE'S EVEN MORE BERMAN, PLUS OVER 10 MINUTES OF VIDEO HIGHLIGHTS.



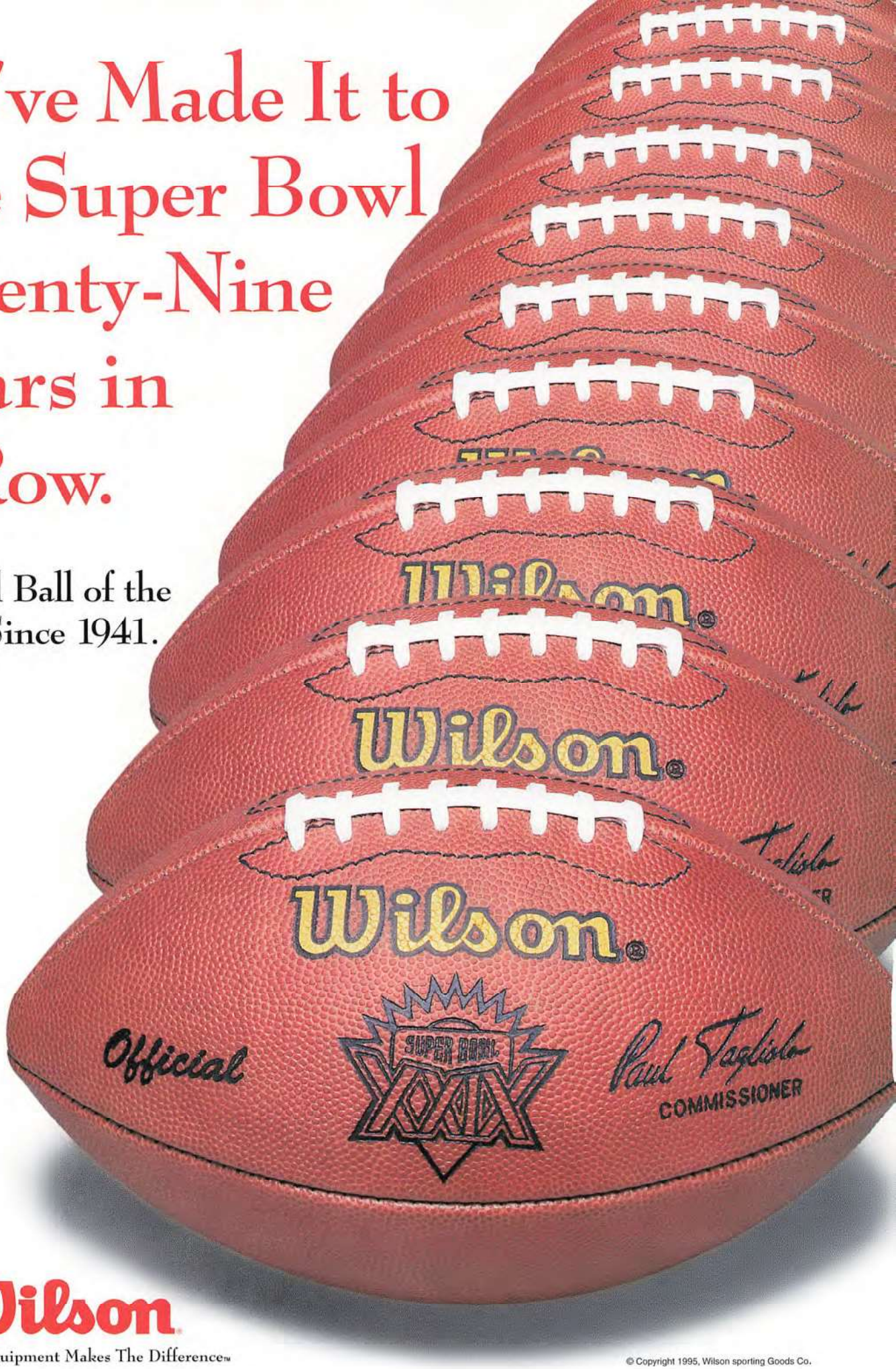
SONY IMAGESOFT

EVERYTHING ELSE IS JUST PRACTICE.™

ESPN Sunday Night NFL is distributed by Sony Imagesoft, 2400 Broadway, Suite 550, Santa Monica, CA 90404. Sony is a registered trademark of Sony Corporation. Imagesoft is a trademark of Sony Electronic Publishing Company. ©1994 Sony Electronic Publishing Company. ESPN is a trademark of ESPN, Inc. NFL and the various NFL team names and logos are trademarks of the National Football League and its member clubs. Sega, Genesis, and Sega CD are trademarks of Sega Enterprises, Ltd. All rights reserved. Nintendo and Super Nintendo Entertainment System are registered trademarks of Nintendo of America, Inc. ©1994 Nintendo of America, Inc. All rights reserved.

We've Made It to the Super Bowl Twenty-Nine Years in a Row.

Official Ball of the NFL® Since 1941.



Wilson

The Right Equipment Makes The Difference™

© Copyright 1995, Wilson sporting Goods Co.

SUPER BOWL SPOTLIGHT

PETE HAMILL

FROM BROOKLYN TO MONTANA

I never was much of a football fan when I was a kid, for a very simple reason: I never played the game. The reasons for this were not so simple. One was economic. I grew up in a Brooklyn slum, where the Great Depression lingered for years. We played stickball, using bats made from broom handles and a pink tennis ball called a Spaldeen. We boxed in the local Police Athletic League gym. We played softball without gloves or spikes. There were school yards for handball and basketball.

Football was an expensive game to play. Helmets, shoulder pads, jerseys, and cleats all cost money. There was no football team at my grammar school, where equipment might have been supplied. Neither was there at my high school. In the streets, we played occasional games of touch football with a "ball" made of wadded newspapers lashed together with tape. But football—real football—wasn't part of our lives.

In addition to cost, there were more subtle reasons. In the years after the war, football was still a college game. We knew that Army played Navy each winter, and, of course, every good Irish-American boy was urged to cheer, cheer for ol' Notre Dame. But in that blue-collar America, few of us went on to college; it took the GI Bill to break down down those barriers of class and tradition. For us, football was part of some distant boola-boola country of raccoon coats and hip flasks and fraternities. It was as distantly removed from our lives and our passions as tennis and golf.

Some high schools did play football, of course, and there were sandlot teams. But as a boy, I was discouraged from even thinking about playing football. My father, an Irish immigrant, played soccer in the New York immigrant leagues in the mid-1920s. One afternoon in 1927, he was kicked hard in the leg, suffering a double compound fracture. By the time the surgeons got around to him—this was the era before penicillin—gangrene had set in. His left leg was amputated, and his life was permanently changed.

American football and soccer weren't the same, of course, but the American game was just as dangerous. There was no hard family prohibition against playing the American game. But it was clear from my father's passions that it was better to dream about being Jackie Robinson or Willie Pep.

And there was another reason: I grew up before television. Baseball came to us through radio. Red Barber and Connie Desmond (and, later, Vin Scully) made the Dodgers live in our imaginations, before we ever saw them in the lost green pastures of Ebbets

CHRIS HOPKINS

Field. Nobody performed that task for football. There were football games on radio, but the game was somehow too technical, too fragmented, to blossom in a kid's imagination. Besides, it was a winter game. In the fierce winters of the years after World War II, we always dreamed of summer.

So I came late to football, and it took television to open the door. Even in the primitive black-and-white images of the late 1950s, I could appreciate the craft of a man such as Y.A. Tittle. As the quarterback for the New York Giants, Tittle became a distinct personality: balding, battered, tough in the quiet style of the era. If he was hurt, he didn't whine; pain was part of the game. If he was losing, his face said that he still thought he could win. In memory, he's always backing up in a snowstorm, and the Packers are charging. Tittle didn't make me a fan, but he gave football a face.

After that, the faces became more familiar: Charlie Conerly and Sam Huff, Andy Robustelli and Kyle Rote, Frank Gifford and Johnny Unitas. They weren't famous because they were photographed; they were famous for what they did. When I first saw Jim Brown, the Cleveland Browns' incomparable running back, I knew I was watching one of the greatest athletes who ever lived. And then there was Joe Namath.

Namath was as important to his time as Muhammad Ali, at once elegant and brash, saying what he was going to do and then doing it.

Broadway Joe, laughing through the pain, brilliant on the playing field, moved through the night side as if he would be young forever. There he was on the hard Sunday fields, his legs as stiff as my father's, with every play representing a new risk to his career. And there he was coming in the door of the saloons, snow melting on his mink coat, laughing and nodding, a girl on his arm and another one at the table.

Namath was as important to his time as Muhammad Ali, at once elegant and brash, saying what he was going to do and then doing it. Namath showed again that, in sports as in life, will is infinitely more important than talent. He legitimized his team and his league, the old AFL, and more than any other player, he transformed the Super Bowl into a national event instead of a postseason payday.

Watching these athletes, I began to understand the game. And the roles of the players. Not just the backs. But the men on the line. Coaches were important, but in a game that mirrored war, it was clear that nobody could win without the infantry.

Television let millions of us see these men in ways that never were possible from the stands and impossible to convey through print. Like many others, I began watching as a student, then as a kind of participant. If the announcers sometimes lapsed into incomprehensible jargon, the best of them helped explain the subtleties of a game I'd never played.

The development of television technology was another important factor. Tight close-ups, instant replays, slow-motion cameras, even those incessant diagrams (used as if the announcers were explaining the Battle of Waterloo) helped make it possible to experience the ferocity of the game while understanding its redeeming qualities of grace and intelligence. I wasn't alone, of course. Pro football became a dominating American sport only after the triumph of television.

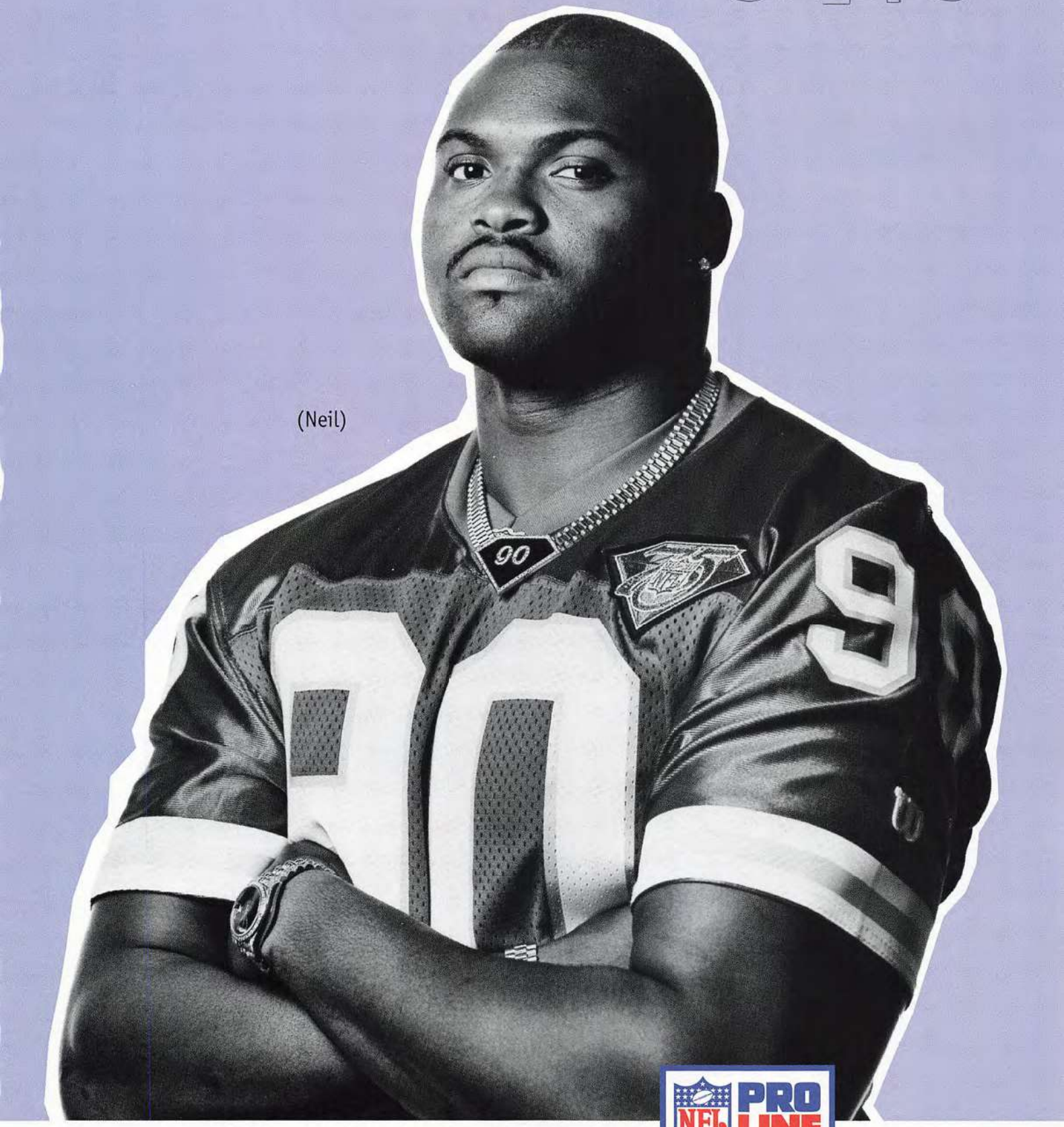
Now the game is part of my year. I root for the local teams, most of the time. As a Brooklyn Dodgers baseball fan, I grew up with the awful burden of explaining why, until 1955, the Dodgers, the greatest team in America, always lost the World Series. So I root for the Buffalo Bills, too. Most of all, I root for Joe Montana. It doesn't matter for what team he plays. Year after year, in game after game, on good days and bad, in victory and defeat, he has been an ornament of his time.

There is no vulgar showboating in Montana. There is no cheap con man's hustle. There is no tinhorn narcissism. Every time we see Montana work, we witness the cool, tough economy of the true professional. And more. There is pride without vanity. There is intelligence without self-delusion. There is a soldier's sense of integrity of the unit. Above all, Montana brings to the playing field the creativity of the artist. He seems to have done everything. But he always takes the field as if he can do even more, as if he still can examine a problem and conjure a surprise.

In combat, you would follow Montana against the best-defended outpost. Even if he was wrapped in bloody bandages, somehow he'd find a way to battle to the top of the ridge. He's a superb athlete, but he's more than that, just as football is more than a game.

There is much to learn on those hard striped fields, and it's not all about rollouts, pass patterns, and sacks. Look at Montana. Even for those who are no longer young, he has much to teach.

KEEP UP WITH THE SMITHS



WEAR THE CLOTHES OF THE PROS

NFL PRO LINE AUTHENTIC™

AJD, Antigua, Apex, Bike, Champion, Easton, E-Z Gard, Franklin, Logo Athletic, Maxit, Neumann, Pine Hosiery, Riddell, Reebok, Rossmor, Russell, Saranac, Sports Specialties, Starter, Wilson, Zubaz.

Out Of The Athletic Trainers' Hands And Into Yours!

THE CHOICE OF PROFESSIONALS

© JOHNSON & JOHNSON Consumer Products Inc., 1995

SUPER BOWL SPOTLIGHT

A WORK OF ART

Twenty Years Ago, the Steelers Embarked on a Dynasty

BY JOE GERGEN
Paintings by Merv Corning

The old man walked into the locker room at Tulane Stadium empty-handed, not unlike the way he had emerged from his first four decades as a club owner in the National Football League. No owner in history

had waited longer for a moment of ultimate triumph than the man fondly called the Chief by his Steelers. Art Rooney had been accustomed to giving more than he received since 1933, when he invested the winnings from a successful weekend at the racetrack in an NFL franchise for Pittsburgh.

Not that he ever complained about the imbalance. Instead of championships, the man had been rewarded with friends and a storehouse of tales with which he regaled appreciative audiences. His real fortune in life came from easing the discomfort of others.

Eleven years earlier, in 1963, his team appeared to be within reach of the big prize. A victory in the season finale over the New York Giants, whom they had manhandled 31-0 three months earlier, would have boosted the Steelers to their first division title and a berth in the NFL Championship Game. But they faltered in Yankee Stadium, and a disappointed Rooney made the rounds to thank the players for their efforts.

"I remember he went around the locker room afterward and consoled everybody," says Andy Russell, then a rookie linebacker.

For receiver Buddy Dial, the team's primary offensive threat, the owner offered more than a pat on the back.

Dial's wife had recently given birth. "Mr. Rooney said, 'It's just a game. How's the baby?'" Dial remembers. "I gave him a cigar. He gave me a horse as a gift for my son."

Dial never did take possession of the horse. "It was a racehorse," the Texan says with a smile. "What was I going to do with it? I was making twelve thousand dollars a year."

Still, the gift horse was something he would never forget, particularly under the circumstances.

But Rooney's trip to the locker room in New Orleans in that late afternoon of January 12, 1975, was beyond the man's experience. Quarterback Terry Bradshaw was leading the Steelers to the clinching touchdown in a 16-6 victory over the Minnesota Vikings when the 73-year-old owner, accompanied by his son Dan, walked from the press box to the cramped clubhouse, where a makeshift platform had been erected. Commissioner Pete Rozelle was prepared to present the trophy for Super Bowl IX to the most beloved figure in the NFL. Rooney was ill at ease for one of the few times in his public life.

He was inside when the celebrating players, *his* players, rushed through the door. "I came down early to make sure my hair was combed," Rooney wisecracked, disguising his nervousness.

Rocky Bleier, a running back who had survived serious wounds in the Vietnam War and years of painful rehabilitation, threw his arms around the owner.

"Thank you for giving me the chance to play," the running back said.

"Thank you for being part of the championship," replied the owner. There were tears in the eyes of both men.

Then Russell made a presentation of his own. Formality gave way to sincerity. Handing the game ball to Rooney, the defensive captain said, "This one's for the Chief. It's been a long time coming."

Rooney cradled the ball in his left hand, leaving his right hand free to accept the silver Lombardi trophy. The owner would not leave this locker room nor the 1974 season empty-handed. But there was little doubt which of the two honors he treasured most.

"The game ball," Dan Rooney says today. "The trophy was for everyone. For the team, the franchise, the city. But getting the game ball was special for him."

Forty-two years and 16 coaches after spending $2,500 to join the NFL, the owner had a championship to call his own.

It was the beginning of a dynasty, the first of an unprecedented four Super Bowl victories for the Steelers in six years.

Subsequent Pittsburgh teams would stage offensive clinics, would outlast the Dallas Cowboys in two classic title matches, and would lead the league in scoring. But the 1974 club was unique. It went through three starting quarterbacks in an effort to find the right chemistry and gained fewer than 100 yards passing in its final two postseason games.

"Our defense," coach Chuck Noll says two decades later, "is the thing that got us there."

The defense, which boasted four future Pro Football Hall of Fame players, was built around Joe Greene. In 1969, on the day Noll left his position as assistant coach with the Baltimore Colts to assume what many thought was a losing proposition with the Steelers, Noll and personnel director Art Rooney, Jr., agreed to make the massive defensive-tackle from North Texas State the first pick in the college draft. They never regretted it.

Progress, however, was not immediate. Pittsburgh won its first game under Noll but no others in his initial season. A year later, with yet another number-one pick (Bradshaw) at quarterback and the team in its new home at Three Rivers Stadium, the Steelers won five games. In 1971, they made it six.

Still, news of their improvement seemed confined to the NFL community. Conditioned to expect the worst from a team that had enjoyed only eight winning seasons and two playoff appearances, the critics accentuated the negative.

"I can remember going out to an affair about three years after we took over," Noll says, "and one of the questions was, 'When are you going to start winning?' People didn't see it. We had to change the mindset of the players, the writers, the whole city. The standard reaction was 'S.O.S.—Same Old Steelers.'"

The image changed dramatically in 1972 when rookie Franco Harris rushed for 1,055 yards and upgraded the offense sufficiently to boost Pittsburgh to its first division title. The Steelers even won their first playoff game against Oakland, when Harris picked a deflected pass off his shoetops and rumbled for a last-minute touchdown with what became known as the Immaculate Reception. A subsequent loss to the Miami Dolphins, a club en route to a 17-0 season, couldn't dampen the enthusiasm of a city rediscovering its passion for the sport.

Suddenly, Steelers home games were automatic sellouts. Bizarrely dressed fans demonstrated allegiance to disparate personalities such as Harris (Franco's Italian Army) and kicker Roy Gerela (Gerela's Gorillas). Supporters waved "Terrible Towels" suggested by radio analyst Myron Cope. Pittsburghers celebrated the rise of the Steel Curtain, an apt nickname for the young but maturing defense.

Despite injuries that sidelined Harris and Bradshaw for significant periods, Pittsburgh qualified for the playoffs again in 1973 but was soundly defeated by the Raiders at Oakland.

In retrospect, 1974 was a strange season in which to achieve a breakthrough. It started with a players' strike that overturned Noll's quarterback plans.

The Steelers had enjoyed another outstanding college draft, one that included brilliant receivers Lynn Swann and John Stallworth, linebacker Jack Lambert, and center Mike Webster. Although few veterans elected to join the rookies in training camp, quarterback Joe Gilliam decided to cross the line because he needed to play. An eleventh-round choice from Tennessee State in 1972, he was a gunslinger with a remarkable arm and an itchy trigger finger.

"He might have been one of the great passers of all time," says Dan Rooney, who would succeed his father as club president after Super Bowl IX. "But those games may have been the downfall of Joey, because he was so overwhelming against what amounted to pick-up teams that he wanted to pass on every down."

Although the veterans were back in time for the regular season, the coach decided to stay with the hot hand. Pittsburgh opened the season with a black quarterback, a landmark decision at the time.

Gilliam remained at the position through six games as Pittsburgh compiled a 4-1-1 record. Noll, who preferred a more conservative approach, finally soured on the youngster's bombs-away style and growing interception total. Bradshaw was named to start the seventh game.

The Steelers won their next two games, but stumbled at Cincinnati. Showing little confidence in either of his first two choices, Noll announced that Terry Hanratty would be his starting quarterback at Cleveland.

Contributing to the circus atmosphere, the *Pittsburgh Press* printed a poll asking the public to decide who should take the center snaps. Among those nominated were long-retired Hall of Fame quarterback Bobby Layne and X-rated movie star Linda Lovelace.

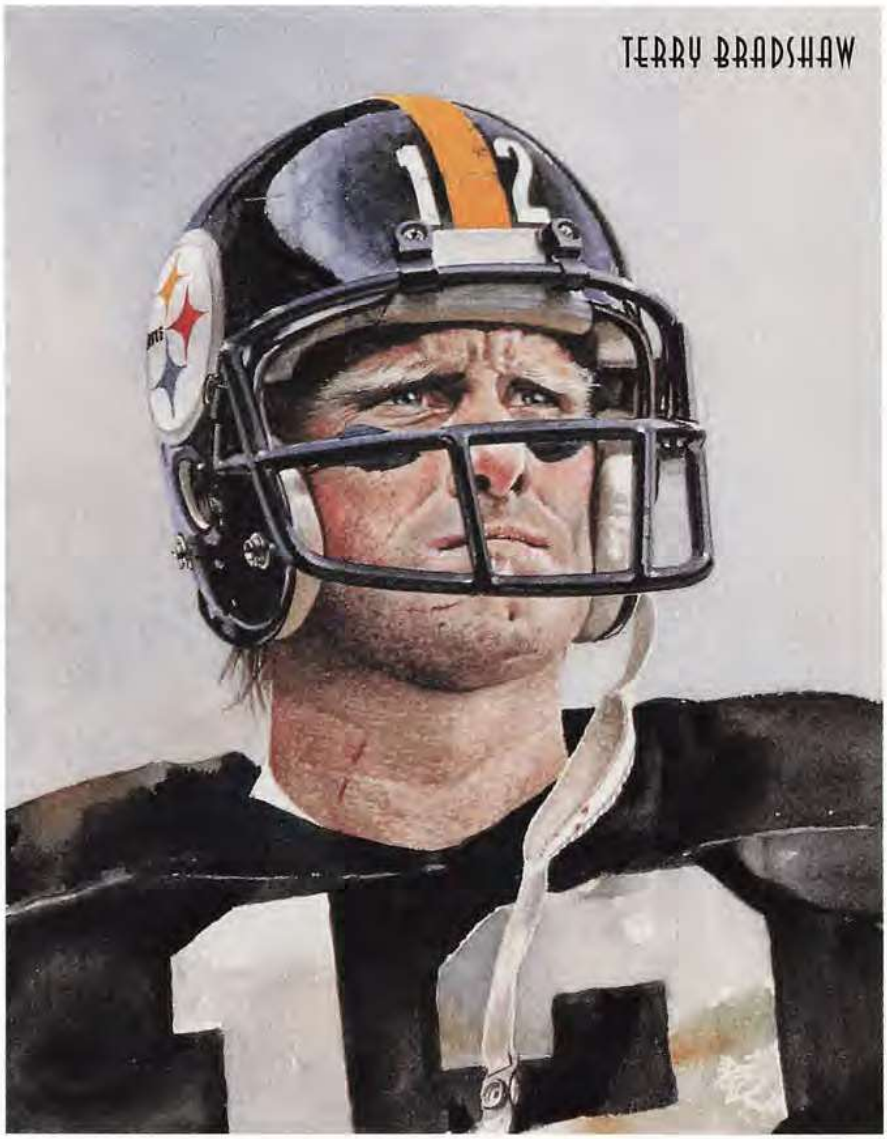
Hanratty, whose wit may have been sharper than his passing, had the perfect response. "He passed the hat for an ad in the Press asking people to vote for the best sportswriter," recalls Vito Stellino, a Steelers beat writer at the time. "He asked them to send the ballots to the stadium in care of QBs III."

Still, it was no laughing matter when leg cramps forced Hanratty out of the game against the Browns. Gilliam finished the 26-16 victory, after which Noll finally settled on Bradshaw as the man to run the offense for the remainder of the season.

Considering the coach's plans for his offense, perhaps the most important game of the season was three weeks earlier, a Monday night encounter with the Atlanta Falcons in Three Rivers Stadium. It marked the first official pairing of Harris and Bleier in the Pittsburgh backfield.

Harris had suffered an ankle injury early in the season. When he returned, he was joined by Bleier, a tough inside runner and willing blocker. "I likened Franco and Rocky to Charles De Gaulle and Winston Churchill strolling down the Champs-Élysées," Cope says. "They were so different in appearance. Rocky went at [defensive end] Claude Humphrey like a bowling ball that night."

The presence of Bleier helped Harris gain 881 yards in the team's last nine games and surpass the 1,000-yard mark for the second time in three years. The big back became the focal point of the Pittsburgh attack, although there were times down the stretch when that attack was so feeble it infuriated the Steelers' defense. With a chance to clinch the division title in the twelfth game of the season against an average Houston team at home, Pittsburgh lost 13-10.



"Joe Greene was so upset that he said, 'I'm going home. I'm quitting,'" Russell says. "We had to talk him into staying. Then we went to New England the next week and barely beat the Patriots."

Pittsburgh easily defeated Cincinnati in its finale to finish 10-3-1, but, Russell says, "We went into the playoffs without much confidence."

Buffalo, the Steelers' first playoff opponent, featured O.J. Simpson, who had set an NFL record with 2,003 rushing yards the previous season and had added another 1,125 in 1974. But the defense limited the Juice to 49 yards, and Bradshaw was on target as Pittsburgh romped to a 32-14 victory. Next up were the Raiders, who had dethroned the two-time defending champion Dolphins 28-26 in another divisional playoff game.

The Miami-Oakland matchup had dominated media talk. In the euphoria of victory, Raiders coach John Madden said in a television interview that the game had been the equivalent of a Super Bowl, matching the two best teams in the NFL.

Noll had his own take on the matter. In a team meeting at the start of the week, the coach told the Steelers that the Miami-Oakland game was not the Super Bowl, it wasn't even the conference championship game. "The best team in football is in this room," he said.

Pittsburgh proved its mettle against Oakland by scoring 3 touchdowns in the fourth quarter, 2 on rushes by Harris, to overcome the Raiders' 10-3 lead. The defense was impenetrable, yielding only 29 rushing yards and intercepting Ken Stabler 3 times, including a pair by linebacker Jack Ham. Harris (111) and Bleier (98) gained a total of 209 yards on the ground. Pittsburgh won the AFC Championship Game 24-13.

For the first time in history, the Steelers would play for an NFL championship. Art Rooney marked the occasion in the week before the team left for New Orleans by inviting several players to dinner at his century-old house on Pittsburgh's north side. He regaled them with stories about football in the old days and about horse racing, but he turned serious when he discussed his team's future.

"I believe if we can hold this team together," the Chief said,

"I think we will be a strong club for five or six years. We might not win every time, but at least we'll have the team that can do it any year."

To which Greene replied, his fork hovering over his steak, "I think we'll hold the key for a while."

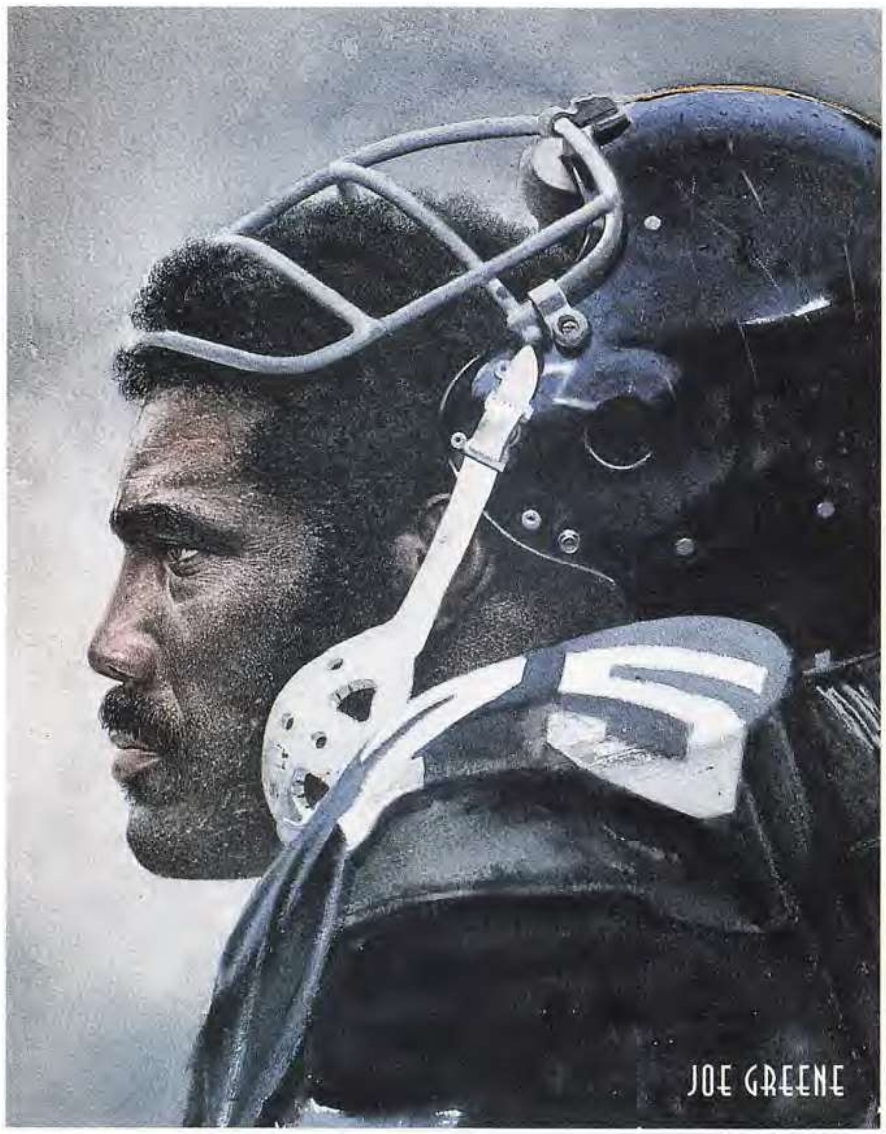
The beginning of that prophecy came true at Tulane Stadium. Although the Steelers' defense dominated the game, there had been uncertainties during the week of preparations. Mel Blount, a cornerback who would be selected to the NFL's All-Time Team in 1994 [along with teammates Greene, Webster, Lambert, and Ham], had been benched by defensive coordinator Bud Carson during the Oakland game for an inability to cover Cliff Branch.

"That was probably the worst game of my career," Blount says. "Branch was running fade patterns, and I couldn't stop it. Bud pulled me out, and I was embarrassed and hurt. That was a big story going into the Super Bowl."

The defensive back added fuel to the fire by saying he was looking forward to Minnesota quarterback Fran Tarkenton throwing into his territory on Super Sunday. The remarks came across as a challenge.

Defensive end Dwight White spent the better part of his week in a New Orleans hospital bed, suffering from a viral infection. He checked out the night before the game and reported to the team's hotel 18 pounds below his listed weight of 255. Noll agreed to let White participate in warmups before the game but expected him to collapse from exhaustion. Not only did White remain upright but he played the entire game in damp, raw weather.

By the time the two teams gathered in the same tunnel for pregame introductions, the Steelers were loose and confident, in marked contrast to the Vikings, who had lost to the Dolphins the previous year and were winless in two Super Bowl appearances.



Spotting Minnesota offensive tackle Charles Goodrum, a former teammate at Florida A&M, Steelers safety Glen Edwards walked over to say hello. With his muscles already contracted into a game face, the Vikings' tackle barely acknowledged his presence, infuriating the combative safety.

"You guys better buckle up," yelled Edwards, Pittsburgh's shortest starter, to the tallest Vikings he could find. Then he took his anger to the field, where he let it out on Minnesota's receivers, most notably John Gilliam.

The Vikings' strength also was on defense, presaging a low-scoring game. That was fine with Noll, who preferred not to take risks against a Minnesota pass rush that featured Jim Marshall, Carl Eller, and Alan Page. "We didn't want turnovers or long-yardage situations," the Pittsburgh coach says. "We were playing for the defense."

Yet, even to football conservatives, the halftime score was a numbing surprise. At the end of 30 minutes, the Steelers had 2 points, courtesy of a safety precipitated by a botched pitchout, and the Vikings were scoreless.

Not that both teams didn't have chances. Pittsburgh misfired on 2 field-goal attempts. First, Gerela was wide from 37 yards. Then an errant snap forced holder Bobby Walden to run with the ball, resulting in a 7-yard loss. Not to be outdone, Minnesota kicked away a prime opportunity following Bleier's fumble at his own 24-yard line as Fred Cox failed to make a 39-yard field goal.

The Steelers scored their safety midway through the second period when Tarkenton hit Osborn in the hip with a handoff at the Vikings' 10-yard line. The ball was kicked toward the end zone, where Tarkenton recovered and was touched down by White. Still, Minnesota was in position to take the lead just before halftime, marching 55 yards to the Pittsburgh 25. With 1:17 remaining, Tarkenton passed down the middle to Gilliam, but a driving hit by Edwards separated the receiver from the ball. It popped into the air.

"I was coming to the ball," Blount says. "My momentum carried me to it. Because of that, I was able to get the interception." Instead of a Vikings' first down inside the Pittsburgh 10, the Steelers gained possession and ran out the clock.

Minnesota never did get the lead. The Steelers scored what proved to be the winning touchdown in the first minute of the third quarter after Bill Brown fumbled the kickoff. Linebacker Marv Kellum recovered for Pittsburgh on the Vikings'

30. In four plays, including three rushes by Harris, the Steelers pushed their lead to 9-0.

The Steel Curtain denied running back Chuck Foreman and harassed Tarkenton. Defensive end L.C. Greenwood batted down 3 passes. One of them went into the hands of Greene. The interception stalled a Minnesota drive at the Pittsburgh 47. The defensive line placed so much pressure on the Vikings' offense that the Steelers were able to shrug off injuries to standout linebackers Lambert and Russell.

Minnesota mounted a final threat at the beginning of the fourth quarter, following a fumble by Harris near midfield. Aided by a pass interference call against safety Mike Wagner, the Vikings advanced to the Pittsburgh 5-yard line. "I remember [Foreman] ran up the middle," Greene recalls, "and I came out of the pile with the ball. I have no idea how."

That fumble recovery might have sealed the victory had not Matt Blair blocked Walden's punt four plays later. Terry Brown fell on the ball in the end zone for a Minnesota touchdown. Fittingly, Cox's extra-point attempt hit an upright and bounced away, leaving Minnesota trailing 9-6.

It was then that the Pittsburgh offense earned its share of the championship. Starting from his own 34, Bradshaw directed the Steelers on a 66-yard drive that consumed almost seven minutes and culminated in a 4-yard touchdown pass to tight end Larry Brown. The scoring pass was Bradshaw's ninth completion in 14 attempts and increased Pittsburgh's passing yardage to 96.

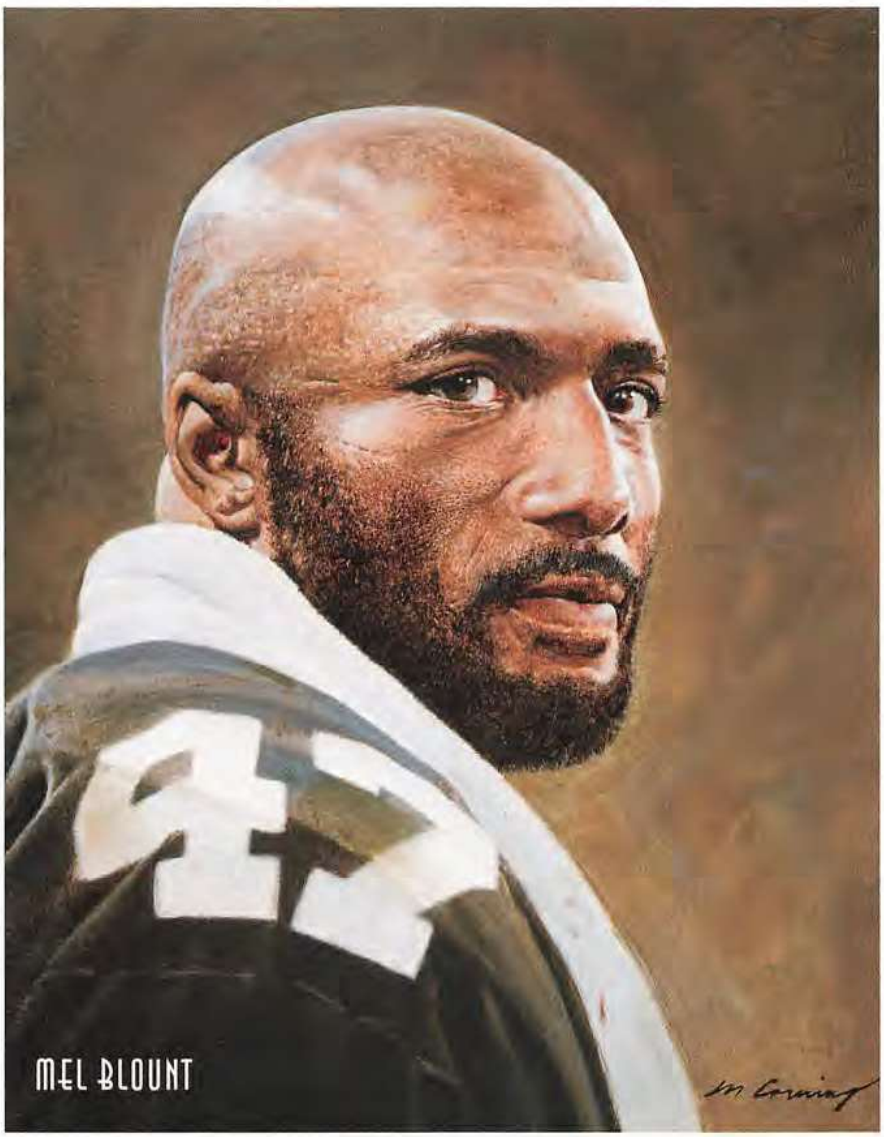
Harris was among several Steelers who benefitted from equipment manager Tony Parisi's foresight in ordering special shoes that increased traction on the slick artificial turf. Harris had 6 carries on the game-clinching possession and 12 in the final quarter. His last rush, for 15 yards, increased his total to 158 yards, which erased the Super Bowl record of 145 set the previous year by Miami's Larry Csonka, also against Minnesota. Harris was named the game's most valuable player.

But there never was any question that the Steelers won because of their defense. They limited Foreman, the Vikings' most dangerous back, to 18 yards in 12 carries. His running mate, Osborn, lost 1 yard in 8 attempts. Minnesota gained a total of 119 yards, which remains a Super Bowl record for futility.

Of course, Rooney could have told the Vikings something about futility. The man hadn't experienced a league championship in his 41 years in the NFL. "It didn't take a rocket scientist to figure out who deserved the game ball," says Russell, one of the captains who decided the matter. "Mr. Rooney had waited so long."

"In those days," Greene says, "we had people playing for him, playing to win for the Chief. In the end, that may have been our edge."

The huge entourage of family, friends, and staff that the owner had flown to New Orleans on Friday celebrated at a hotel in the French Quarter that night. The hometown got its opportunity the following day during a victory parade through the freezing streets of the Steel City. To some, it marked a major step in the transformation of Pittsburgh's image from the smoke-choked capital of heavy industry to a gleaming jewel in a priceless setting.



By the end of the decade, Pittsburgh would be hailed as the City of Champions. "I think the whole downtown renaissance program arose from the national attention the Steelers brought the city," Blount says. "Pittsburgh started cleaning up its air and its image...built some new buildings."

Although the skyline would change dramatically, the Chief never did. As proud as he was of that first title, he remained as unassuming as ever. He did his best to see that the organization didn't grow arrogant.

Not long after the Super Bowl, he chanced to hear a receptionist answer the telephone with the greeting, "World champion Pittsburgh Steelers."

"People know that we won," Rooney told her quietly. "You don't have to tell them."

Soon, even he tired of hearing people talk about the overdue victory. "He went to Ireland a few months later," Dan Rooney says, "and a newsman from the Irish press talked to him about horse racing and other things. My father finally said, 'Don't you want to talk about the Super Bowl?'

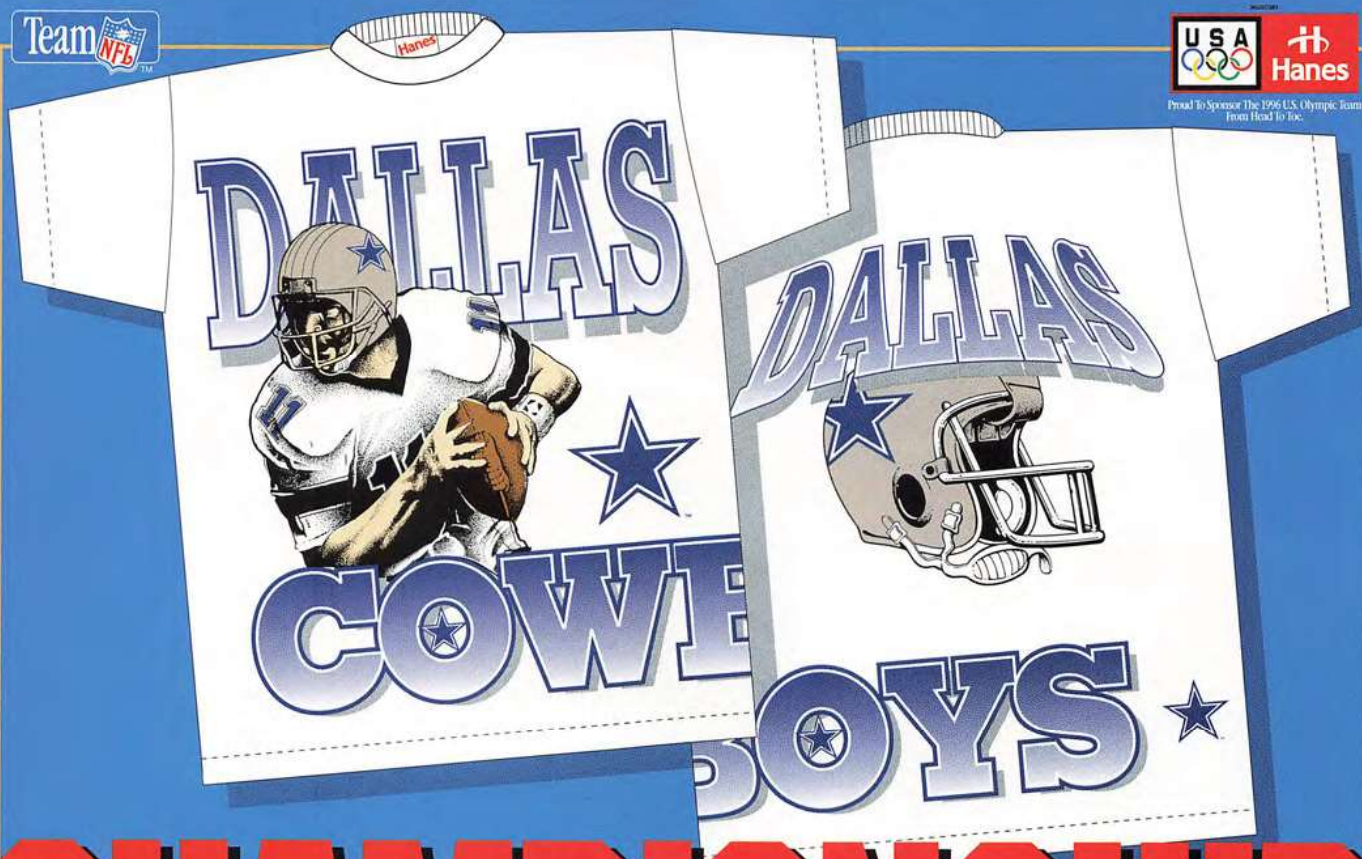
"The man said, 'The Super Bowl? That's nothing.'

"'Nothing?' Dad said. 'God bless you!'"

Team NFL

USA Hanes

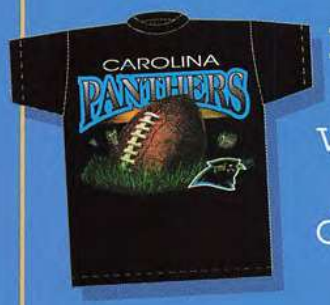
Proud To Sponsor The 1996 U.S. Olympic Team From Head To Toe.



CHAMPIONSHIP MATERIAL.

Team Hanes

Team Hanes offers a complete lineup of exciting new graphics for all 30 NFL teams. Look for the



Hanes® label on NFL licensed products. Only then will you know that you're getting the comfort, durability and style you expect from **Hanes**.

Just wait'll we get our Hanes on you.®

TM – NFL is a trademark of the National Football League; the teams, names and logos are trademarks of the indicated teams.

© 1994 Hanes

tell the WORLD you were here

...bring HOME the WINNING shirt!

You've lived the game, now get the look–at Sears! Find a terrific collection of Super Bowl XXIX caps and t-shirts to commemorate your experience. We carry the big-name team stuff, too. Like NFL-licensed jackets, sweatshirts, caps and more. Shop Sears #1 selection and tackle your favorites today!

Proud sponsor of the first Sears NFL™ Legends Bowl.

SEARS

©Sears, Roebuck and Co., 1995.

SUPER BOWL SPOTLIGHT

JEFF POWELL

THE INVASION OF BRITAIN

Almost all of them have kids of their own by now. A few are even grandmothers. One or two, sadly, have gone to join the Great Dance Troupe in the Sky. Several got hitched to the stars, and a few rode their shimmying celebrity to prosperity.

They were the girls of the seventies. The ultra-white teeth just out of braces, the impossible curves in all the right places, the high-boned Texas faces that launched 100,000 fantasies across the Atlantic.

When it came to American football—or when American football came to the attention of the red-blooded British male—America's Team came after America's Dream Girls.

The Dallas Cowboys Cheerleaders blazed the international satellite trail, with the Cowboys galloping up behind. The American game of football followed at a strategic distance, poised to satisfy the sports appetite once the innocent flirtation had worked its charm on the potential audience.

It was the start of a long-distance love affair that has lasted nearly a quarter of a century. And just as the cheerleaders have grown older, so British fascination with pro football has matured.

An adolescent crush developed into a seasoned attachment to the game in all its heroic drama and tactical depth. English schoolboys who never would have recognized Roger Staubach have graduated into the electricians and salesmen who spent much of this winter debating the respective merits of Jimmy Johnson and Barry Switzer and whether it would be Old Joe or Young Steve going to Super Bowl XXIX.

It is countless men—and a fair number of women—like these who constitute the converts. Nowhere on this sporting planet does the ultimate confrontation for the supreme prize find more powerful, compelling, extravagantly packaged expression than in the Super Bowl. At least not annually. Soccer's World Cup final does it, drawing more than a billion television viewers, but only every four years.

What makes that comparison pertinent this January is that it was in the United States that the World Cup unfolded last summer.

If the rest of the world's game is coming to America—and that remains a large "if"—then American football must go all the more boldly to the world outside.

Number me, a born-in-the-faith soccer believer, among those who have learned to love the quarterback, thrill to the wide receiver, marvel at the running back, and regard all their muscular henchmen with a degree of awe once reserved for world heavyweight champions, the United States Marines, Arnold Schwarzenegger, and Margaret Thatcher.

Once all the sleepless Sunday nights of American football televised live on British television had primed me for active duty at the Super Bowl, then this was one happy sportswriter.

All the sporting senses were in radar-receptive order in New Orleans when I attended Super Bowl XXIV, my first. Anticipation, atmosphere, and excitement were crystallized into lasting fascination by one man's genius on that decade-turning night when the Denver Broncos were mesmerized by one of the game's greatest quarterbacks.

Watching Mr. Joe Montana go to work beneath the Superdome put into correct perspective all our old-country admiration for your state-of-the-art stadiums, big-sell marketing, and big-top showmanship. In American football, as in all games everywhere, everything is transcended by the sight of the master craftsman operating at the height of his powers.

Subsequent exposure to Joe the family man, as opposed to the living legend, confirmed a human being in control of his fame.

American football is well-served by its heroes and by none more so than its present generation of two role models. Coming along nicely behind Joe Cool was the archetypal All-American, Troy Aikman.

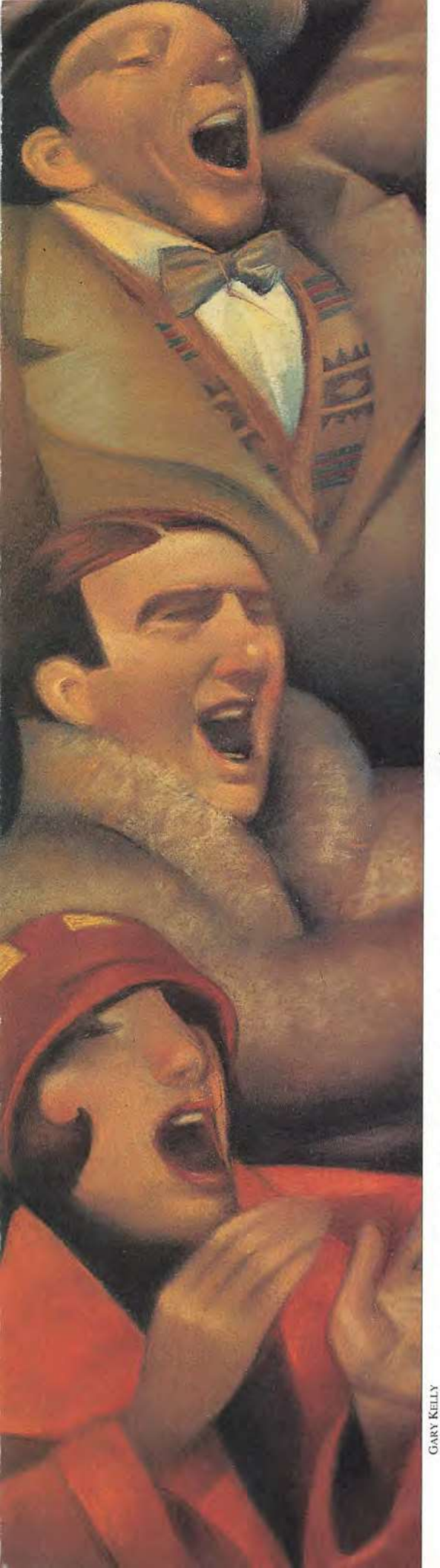
Yet, even as another Dallas dynasty was being established, Englishmen's very familiarity with and improved understanding of American football was challenging its popularity. A once-a-year preseason game—the London American Bowl—wasn't enough. We were hooked, and we wanted better and we wanted more.

Interest in Britain, having peaked in the late eighties and early nineties, has leveled to a solid plateau of American football enthusiasts. What we want now is the NFL in our own backyard.

We love our American football, and we'll always stay up late to tune in to the Super Bowl, but we're all grown up now. Watching the Dallas Cowboys Cheerleaders no longer is enough.

Now we want the Cowboys.

CHRIS HOPKINS



GARY KELLY

SUPER BOWL SPOTLIGHT

HUMBLE BEGINNINGS

The NFL in the 1920s

BY VIC CARUCCI

Among rags-to-riches stories, the National Football League's rise from the dusty Midwestern fields of Massillon, Duluth, Canton, Racine, and Hammond certainly qualifies as one of the greatest of them all.

No fewer than 49 teams competed in the NFL at one time or another during the Roaring '20s. Toward the end of the decade, the league finally incurred a measure of stability with solid franchises in Chicago, Green Bay, and New York, and a fan base that began to realize that the pro game was every bit as good as—if not better than—the popular college game.

On November 13, 1892, William (Pudge) Heffelfinger, a former star guard at Yale, accepted $500—plus $25 for expenses—to play for the Allegheny Athletic Association in its game against the Pittsburgh Athletic Club. Heffelfinger scored the only points of the game, returning a fumble 25 yards for a touchdown as the A.A.A. scored a 4-0 victory. Thus, on that snowy day at Pittsburgh's Recreation Park, professional football was born.

For the next 28 years, this type of underhanded player deal plagued pro football. Solid leagues never took hold. Players routinely jumped from one team to another, regulations were far from uniform, schedules were haphazard, and there was no control of the competitive bidding for the top college players.

It was obvious to many coaches and players that football had a place in the American sporting scene. But somehow, organization and common sense had to be introduced.

On August 20, 1920, in Canton, Ohio, the wheels of order were set in motion by seven men representing four teams. The men held a meeting under the auspices of Canton team owner Ralph Hay. There it was decided to form a league and call it the American Professional Football Conference. The seven representatives—Hay and Jim Thorpe of the Canton Bulldogs, Frank Neid and Art Ranney of the Akron Pros, Carl Storck of the Dayton Triangles, and Jimmy O'Donnell and Stanley Cofall of the Cleveland Indians—reached agreement on several fronts.

After the meeting, the Canton Evening Repository reported that the reasons for forming the league were "to raise the standard of professional football in every way possible, to eliminate bidding for players between rival clubs, and to secure cooperation in the form of schedules, at least for the bigger teams."

Nearly a month later, on September 17, a more formal meeting took place in Hay's Canton, Ohio, automobile dealership showroom. In addition to Akron, Canton, Cleveland, and Dayton, it was attended by representatives of the Decatur (Illinois) Staleys, the Hammond (Indiana) Pros, the Massillon (Ohio) Tigers, the Muncie (Indiana) Flyers, the Racine (Illinois) Cardinals, the Rochester (New York) Jeffersons, and the Rock Island (Illinois) Independents.

The owners exchanged ideas, outlined rules and regulations, elected officials, and changed the league's name to the American Professional Football Association.

Thorpe, the most famous football player of the era, was named president of the league. The group arrived at a fee of $100 for membership, but George Halas, player-coach of the Staleys, said, "I can testify that no money changed hands."

Later, the Buffalo All-Americans, Chicago Tigers, Columbus (Ohio) Panhandles, and Detroit Heralds joined the league. It was far from a perfect setup as members continued to schedule non-league games against club teams. Statistics weren't kept. Still, professional football had taken a logical step toward establishing its presence.

The first game featuring a team from the APFA was played on September 26, 1920, when Rock Island faced the St. Paul Ideals. The Independents rolled to a 48-0 home victory on a rainy day at Douglas Park.

The first time two teams from the APFA met head-to-head was on October 3 at Triangle Park. Dayton's Lou Partlow broke a scoreless tie in the third quarter with a rushing touchdown—considered the first official touchdown in an NFL game—as the Triangles blanked Columbus 14-0. Also that day, Rock Island whipped Muncie 45-0 in the only game the Flyers would play before disbanding. Rock Island scored 3 touchdowns on blocked punts and so thoroughly outplayed the Flyers that Halas canceled his Staleys' game against Muncie, scheduled for the following week. When that happened, the Muncie team folded.

Three of the guiding forces of the Chicago Bears (formerly the Decatur Staleys) of the 1920s, from left to right: George Halas, Paddy Driscoll, and Ed (Dutch) Sternaman.

During the 1920 season, four teams—Canton, Akron, Decatur, and Buffalo —emerged as APFA championship contenders. Former Michigan quarterback Tommy Hughitt had formed the Buffalo team and assembled an all-star cast. During the season, though, Canton managed a victory and a tie against the All-Americans, while Akron dealt Canton two losses. In the only head-to-head meeting between Akron and Buffalo, the teams battled to a scoreless tie in Buffalo during a storm that produced rain and snow. It was after that game that the first recognized player deal in pro football history occurred. Akron sold tackle (Nasty) Bob Nash to Buffalo for $300 and five percent of that day's gate receipts.

The season came to an end on December 12 when Decatur and Akron battled to a scoreless draw, despite the Staleys' hiring of Paddy Driscoll from the Cardinals to gain an advantage. Akron was the only team in the APFA that went undefeated (8-0-3).

Everyone associated with the APFA in 1920 knew that big changes were needed. And those changes started at the top. Thorpe was no more than a figurehead in his role as president. So at a meeting held in April, 1921, at the Portage Hotel in Akron, team owners decided to install Joe Carr, a sportswriter who was heavily involved in sports management, as president. In addition to serving as manager of the Columbus Panhandles, Carr had founded a semi-pro baseball team in Columbus at the turn of the century and later was president of the city's minor league baseball entry in the American Association. He was a top-flight administrator.

The owners then focused on which teams would be allowed in the league. Representatives from Akron, Buffalo, Canton, the Chicago Cardinals, Columbus, Dayton, Decatur, Hammond, Rochester, and Philadelphia were at the meeting. Groups in Louisville and Cincinnati sent letters requesting entrance into the APFA. Several rules changes were passed, the most important of which was the outlawing of players suiting up for different teams in the same week.

Carr was asked to create the league's by-laws, and he referred to Major League Baseball's constitution to gather ideas. He gave teams territorial rights to players within the league, limited player movement, developed membership criteria for franchises, established a permanent office in Columbus, and made sure standings were kept so a true champion could be crowned.

Twenty-one teams were set to play in the APFA before the 1921 season, including 11 of the original 14. But by the time the season ended, a number of teams hadn't completed full schedules, so their records were stricken from the standings.

Under this system, the Chicago Staleys were awarded the 1921 championship based on their 9-1-1 record. The Buffalo All-Americans posted a 9-1-2 mark and had an identical winning percentage of .900 (ties were ignored). So when Carr awarded the championship to Chicago, the All-Americans protested vehemently.

On Thanksgiving Day, Buffalo had defeated the Staleys 7-6. But in the rematch in Chicago on December 4, the Staleys were 10-7 victors as Guy Chamberlin turned a short pass into a 70-yard touchdown and Ed (Dutch) Sternaman kicked the extra point. Chamberlin kicked the winning field goal. The All-Americans argued, first of all, that the second game was merely a postseason exhibition and shouldn't have counted in the standings. They also claimed one of Chicago's victories during the season had come against a non-APFA member (Rochester, which had failed to play the minimum six games). Carr took Buffalo's protest under advisement, but eventually ruled in favor of the Staleys, giving Halas his first pro football championship.

Halas had grown up in Chicago, then attended the University of Illinois, where he studied civil engineering and played football and baseball for the Fighting Illini. Following a World War I hitch in the Navy, Halas had played one season of pro baseball, spending the early portion of the 1919 major league season with the New York Yankees. After hitting only .091 and being slowed by a leg injury, he

NFL PHOTOS

was sent to St. Paul of the American Association, where he finished the year.

Halas never forgot a comment made by Illinois coach Bob Zuppke at the school's football banquet in 1917: "Why is it that just when you players are beginning to know something about football after three years, I lose you and you stop playing? Football is the only sport that ends for a man when it should be beginning."

Halas got a new beginning when he was hired to run A.E. Staley's company football team in Decatur. In trying to figure out whom the team would play, Halas wrote a letter to Ralph Hay, the manager of the Canton Bulldogs, suggesting that they form a league. This led to the formative meetings on August 20 and September 17, 1920.

The Staleys finished 10-1-2 in 1920, but despite their success, Staley decided to drop the team because of a business recession. Thanks to Halas, the club did not fold. With a $5,000 check in hand from the former owner as seed money in exchange for Halas's promise to retain the name Staleys for one year, Halas took control of the club, moved it to Chicago and began building an organization that would become one of the most revered in all of sports.

A gold-medal decathlete in the 1912 Olympics, Jim Thorpe was the most recognizable face of pro football's infancy.

In 1922, change was the order of the day in professional football. Halas renamed his Chicago club the Bears, reasoning that he could stir up interest among local fans if the team's nickname was closer to that of Chicago's most popular major league baseball team, the Cubs.

And at a June 24 meeting in Canton, the APFA changed its name to the National Football League. It also saw its membership grow to 18. Cleveland, Cincinnati, and Detroit pulled out and were replaced by Toledo; Milwaukee; Minneapolis; Louisville; Hammond; Racine, Wisconsin; Marion, Ohio (an all-Indian team that called itself the Oorang Indians); and Evansville, Indiana. Staying in the league were the Chicago Bears and Cardinals, Canton, Buffalo, Rock Island, Dayton, Green Bay, Akron, Rochester, and Columbus.

In another big development in 1922, the Packers became a publicly owned corporation.

In 1919, Earl (Curly) Lambeau and George Calhoun had met with a group of prospective players in the editorial room of the Green Bay Press-Gazette and had decided to organize a football team. Lambeau, who worked for the Indian Packing Company in Green Bay, talked his boss, Frank Peck, into putting up money to buy equipment and providing a field for practices. The name Packers was a natural fit.

In 1921, the club—now backed by the Acme Packing Company, which had bought out Indian Packing—had applied for and been granted a franchise in the APFA. During that season, the Packers had compiled a 3-2-1 record but suffered financially because of poor attendance. When the Packers admitted to using players who still had college eligibility left, the franchise was forfeited.

But during the June 24, 1922, meeting in Canton, the same day Halas's Staleys became the Bears and the APFA became the NFL, Green Bay was reinstated. Lambeau put up $50 and other backers provided the rest of the $250 membership fee, with Lambeau assuming ownership of the club. To pay for the trip from Green Bay to Canton, Lambeau and a friend, Don Murphy, had to sell Murphy's car. In return, Lambeau had to keep Murphy on the team.

Lambeau struggled in 1922 as the Packers were plagued by bad weather and poor attendance in their first NFL season. After one game was rained out, the insurance company refused to reimburse the team for lost gate receipts because the official amount of rain was one one-hundredth of an inch shy of policy requirement.

In 1923, with Lambeau virtually broke, a group of Green Bay businessmen, led by Press-Gazette general manager Andrew B. Turnbull, arranged a loan for the club. A public nonprofit organization was set up to operate the Packers. Fans were able to buy shares of the stock for $5 and get a season ticket as part of the package. By the time the 1923 season began, the Packers had $5,000 in the bank, insuring future solvency. Lambeau was relieved of his ownership responsibilities so he could concentrate solely on managing and coaching the team.

While the Packers were struggling to stay afloat, the Canton Bulldogs emerged as the league powerhouse in 1922 and finished the year 10-0-2. Guy Chamberlin was hired away from Halas's team to rebuild the Bulldogs, thus beginning a long and successful coaching career. In 12 games, Canton outscored its opponents 184-15 and posted nine shutouts with a defense that featured future Pro Football Hall of Fame tackles Roy (Link) Lyman and Wilbur (Pete) Henry. The Bulldogs caught a break by not having to play Rock Island. In an October 15 game against Evansville, the Independents scored 9 rushing touchdowns in a 60-0 rout.

Canton continued to dominate the league in 1923, stretching its two-year unbeaten streak to 24 games with an 11-0-1 finish. The key for the Bulldogs was the play of tailback Lou Smythe, who became the only player ever to lead the league in both passing touchdowns (6) and rushing touchdowns (7) in the same season. The Bulldogs outscored their opposition by an even more one-sided margin (246-19) this time, recording eight shutouts. As it turned out, Canton's 6-0 victory over the Bears on October 21 was the pivotal game.

Halas did create his own consolation prize, though, as he turned in the play of the season during a 33-6 victory over the Oorang Indians at muddy Cubs Park on November 12. With the Indians threatening to score, Thorpe charged into the line, only to be met head-on by tackle Hugh Blacklock. Thorpe fumbled, Halas caught the ball in mid-air and ran 98 yards for a touchdown. That play stood for almost 50 years as the longest fumble return in NFL history.

"I never ran faster in my life," Halas said. "I could feel Thorpe behind me all the way, and I was waiting for him to whip out his legs for one of those cross-body tackles of his."

As good as the Bulldogs were on the field, they were a disaster at the gate as tiny Lakeside Park made it impossible for owner Ralph Hay to turn a profit. Hay cut his losses and moved the team north to Cleveland in 1924, combining it with the Indians. Not all of Canton's players followed the team to Cleveland, but Chamberlin had more than enough talent left over to stretch his unbeaten streak to 30 games before the team suffered a stunning 12-7 loss to the new Frankford (Pennsylvania) Yellow Jackets.

Rock Island's championship aspirations were dealt a blow on October 26, during a 23-7 loss to the Kansas City Blues, a new fran-

First In Style
First In Quality
First In "Down-Filled"
Team Outerwear

FIRST DOWN

We've got your team .....

Style No. 507

FIRST DOWN

TURBO SPORTSWEAR : One Walnut Street, Perth Amboy, NJ 08861 • Tel.908-324-2600 • Fax.908-324-1022

chise. The Independents' star tackle Fred (Duke) Slater was not allowed to play in Kansas City because he was black. By November 30, Cleveland had a 7-1-1 record, Chicago was 6-1-4, and Frankford was 11-2-1. In December, the Bears beat both Cleveland and Frankford, then lost to Rock Island. Whether those games counted in the standings was anyone's guess; when the season ended, there was another disputed championship.

At the league meeting in Cleveland in late January, president Carr declared that all games played after November 30 were postseason exhibitions, claiming the teams had no right to arrange league games without official permission. Thus, he awarded the title to Cleveland based on its better winning percentage.

On November 21, 1925, Harold (Red) Grange wrapped up his brilliant collegiate career at the University of Illinois, leading the Illini to a 14-9 victory over Ohio State in front of 90,000 fans in Columbus, Ohio. The next day, Grange sat on the bench and watched his new team, the Chicago Bears, beat Green Bay 21-0 at Cubs Park (later Wrigley Field). Four days later, on Thanksgiving Day, Grange made his NFL debut in the Bears' scoreless tie against the Cardinals in front of 36,000 fans at jam-packed Cubs Park.

The Cardinals did a wonderful job of containing Grange, both from scrimmage (40 rushing yards) and on kick returns, but it didn't seem to matter. The fans were in love with the "Galloping Ghost," and the Bears became the hottest ticket in pro football. After the season, they launched an eight-game barnstorming tour with Grange as the gate attraction, and when that was over, they played a nine-game tour that lasted into late January.

A Canton Bulldogs' program from 1923. They finished 11-0-1.

Awarding the 1925 NFL title proved more difficult than tackling Grange. The key game in the championship puzzle was played on December 6 when the Pottsville (Pennsylvania) Maroons traveled to Chicago to meet the Cardinals. Pottsville won 21-7, improving its record to 10-2 while Chicago fell to 9-2-1. Realizing his team's winning percentage wasn't good enough to claim the championship, Cardinals owner Chris O'Brien scheduled two more games, one against Milwaukee on the following Thursday and another against Hammond on Saturday. Both opponents had disbanded before the season ended, but they regrouped one more time for a payday. The Cardinals blasted Milwaukee 59-0 in a farce of a game that was played with five-minute quarters, then improved to 11-2-1 by beating Hammond two days later.

Pottsville then scheduled an exhibition game against a team made up of former Notre Dame all-stars, including the famed Four Horsemen, at Shibe Park in Philadelphia. The Frankford franchise protested to the league, saying the Maroons were violating the Yellow Jackets' territorial rights. League president Joe Carr agreed and ordered the game canceled. But the Maroons, claiming the NFL office had given verbal approval, played the game, and won 9-7.

Carr countered by suspending the Pottsville team, thus freezing the Maroons' record at 10-2. The owners were ready to award the championship to the Cardinals. But O'Brien refused to accept the title. The owners never officially awarded a title for 1925, but league records list the Cardinals as champions.

Because of Grange's barnstorming success, C.C. Pyle, his manager, told the Bears Grange would not play for Chicago in 1926 unless Halas and his partner, Ed (Dutch) Sternaman gave Grange one-third of the team. They refused, so Pyle decided he and Grange should start their own NFL franchise and place it in the media center of the world, New York City.

At the league's annual postseason meeting, Pyle proposed putting his team in Yankee Stadium, but Giants owner Tim Mara refused to allow it, claiming territorial infringement. When the league backed Mara, Pyle announced he was forming his own circuit—the American Football League—with a team in New York.

Joey Sternaman, quarterback of the Bears and brother of club co-owner Dutch, formed his own team in Chicago and called it the Bulls. Sternaman then obtained a lease with Comiskey Park, sending the Cardinals scurrying to smaller Normal Park. Other teams were formed in Brooklyn, Philadelphia, Newark, Boston, and Cleveland, while Rock Island jumped from the NFL to the new league. A ninth team, a traveling band without a home field but calling itself the Los Angeles Wildcats, was led by former University of Washington All-America back George Wilson.

Early in the season, the AFL looked as if it might give the NFL serious competition for the market. On October 17, the Bears hosted the Cardinals at Wrigley Field while the upstart Bulls were playing Grange's New York Yankees. Only 12,000 turned out for the Bears game, while more than 20,000 came to see the Yankees meet the Bulls at Comiskey.

"It was a big gamble and I got talked into making it," Joey Sternaman recalled of his venture into the AFL. "It seemed like a real good thing at the time. We actually had a pretty good team and we beat Red and his New York Yankees. But we didn't get the crowds and we just couldn't make it go. I came out broke…it was a bum gamble."

For the remainder of the season—with a rainy autumn not helping its cause—the AFL began to stumble. By the end of October, Newark and Cleveland had disbanded. In early November, the Brooklyn team shut down and merged with the NFL's Brooklyn Lions. Later that month, Rock Island suspended operations.

The AFL championship was decided in two games in November. First, Philadelphia beat New York 13-10 in front of 22,000 fans at Yankee Stadium on Thanksgiving Day, as Grange injured his hip. With the Galloping Ghost out of the lineup two days later in Philadelphia, the Quakers stopped the Yankees 13-6.

The AFL folded after the season.

Frankford stormed to the 1926 NFL championship, posting a 14-1-1 record. Coach Guy Chamberlin persuaded two former Canton teammates, fullback Ben Jones and guard Rudy Comstock, to join the Yellow Jackets, while guard Adolph (Swede) Youngstrom jumped on board from Buffalo. Oddly enough, the title—just as it was in the AFL—was decided in Shibe Park when Frankford met the then-unbeaten Bears. Bill Senn scored for the Bears in the first half, but Chamberlin blocked the extra point. That play proved pivotal when Houston Stockton fired a touchdown pass to Henry Homan, who had beaten Paddy Driscoll on the play. Ernie Hamer made the conversion, and the Yellow Jackets held on for the 7-6 victory, giving Chamberlin his fourth championship in five years, in three different cities (Canton, Cleveland, and Frankford).

Another interesting story emerged from the 1926 season. Ernie Nevers, the All-America fullback from Stanford, was nearly as hot a property as Grange was when his college eligibility expired in 1925. But while Grange turned to pro football immediately after Illinois's season ended, Nevers, who had one semester of classes to complete before he could obtain his degree, initially stayed in school.

However, after seeing how much money Grange pocketed on his barnstorming tours, Nevers couldn't resist the pro offers. He put his degree on hold to play in the NFL and signed for $25,000, plus 10 percent of the gate receipts, to play in two all-star games against the New York Giants in Florida. He then signed a $20,000 contract to play for the Duluth Eskimos in 1926.

The Eskimos played one home game, beating Kansas City 7-0 on September 19. The next day, they hit the road and didn't return home until February.

Duluth embarked on a 29-game road trip. The Eskimos went 6-5-3 in the league games on the tour, as Nevers led the NFL in several offensive categories. He kicked 5 field goals for all of the Eskimos' points in a 15-0 victory over Hartford. Against Milwaukee, Nevers threw a 62-yard touchdown pass in the waning moments to pull out a 7-6 victory. Against Pottsville, he completed 17 consecutive passes and scored 27 points. And against the Giants, he carried the ball nine straight plays on one scoring drive.

The rest of the Eskimos' road trip consisted of 15 exhibition games, in a tour similar to the one taken by Grange and the Bears in 1925. The exhibition tour took Nevers—who was paid $15,000 plus a percentage of the gate—and Duluth into most of the NFL cities, then to the West Coast.

The Cleveland Bulldogs' 1924 NFL championship trophy.

When his 30-game season ended, Nevers had played 1,711 of 1,740 possible minutes of football. Grantland Rice dubbed the Eskimos "The Iron Men of the North."

"Ernie was probably the first of the triple-threat backs," Grange said. "He could run, kick, and pass. He was a star through and through. Guys like Nevers and [Bronko] Nagurski would have played the game for nothing."

In 1927, the NFL examined itself, learned a lesson from the defunct AFL, and came to the conclusion that more wasn't necessarily better. Twenty-two NFL teams had competed in 1926. But the owners decided to eliminate the financially burdened franchises and concentrate on strengthening stable teams.

Twelve clubs—the Los Angeles Buccaneers, Kansas City Cowboys, Louisville Colonels, Canton Bulldogs, Akron Pros, Hammond Pros, Columbus Tigers, Detroit Panthers, Milwaukee Badgers, Racine Tornadoes, Hartford Blues, and Brooklyn Tigers—were cast away.

That left the New York Giants, Green Bay Packers, Chicago Bears, Providence Steam Roller, Frankford Yellow Jackets, Pottsville Maroons, Chicago Cardinals, Dayton Triangles, Duluth Eskimos, and Buffalo Bisons as holdovers. Added to that group were the Cleveland Bulldogs and C.C. Pyle's New York Yankees, the only surviving team from the AFL.

For the first time, the NFL's map was spread evenly between the Midwest and the East, breaking the hold the Ohio-Illinois area once had on the league. There were six teams in each geographical area.

On October 16, 1927, the Yankees traveled to Chicago to take on the Bears at Wrigley Field, site of Grange's pro football baptism. Late in the game, which Chicago won 12-0, Grange suffered a season-ending knee injury when he was tackled by George Trafton.

"I had my cleat dug into the ground and it was kind of a wet day and somebody fell over my knee," Grange recalled. "It was nothing deliberate, just one of those things. I was hit from the side and, boom, out went the knee. I came back after that injury, but I could never do again what I'd been able to do before. I was just an ordinary back. The moves were gone forever."

The Giants earned the 1927 NFL championship by winning their last nine games by a cumulative score of 170-14. The Giants played Cleveland to a 0-0 tie in their second game and lost to the Bulldogs 6-0 in their fourth game. After that, New York was unbeatable.

The NFL survived the 1928 season without its two biggest stars, Grange and Nevers. Grange's bad knee kept him sidelined the whole year. Nevers spent the summer pitching in the major leagues for the St. Louis Browns, then shunned his old NFL team, Duluth, and accepted an assistant coaching position in the fall under Glenn (Pop) Warner at Stanford. Without Nevers, the Eskimos folded.

Providence won its first and only NFL title by tying Frankford 6-6 and then beating Frankford on back-to-back days in mid-November.

The next day in Providence, an overflow crowd of 11,000 turned out at the Cycledrome—a facility originally built for bicycle races—to see the Steam Roller earn a 6-0 victory. The only score came on a 46-yard touchdown pass from George Wilson to Curly Oden.

A week later, the Steam Roller beat the defending-champion Giants 16-0 to solidify its position at the top of the standings.

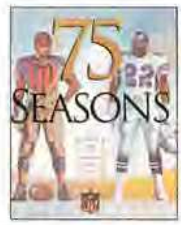
In 1929, Tim Mara perfectly illustrated the adage, "If you can't beat 'em, join 'em." Or even buy 'em, which was what the Giants owner did when he decided he wanted Benny Friedman, the all-everything back of the Detroit Wolverines. The Detroit ownership refused to trade Friedman to Mara, so he bought the entire team just to get his player. Mara paid Friedman $10,000 and also hired Detroit coach Roy Andrews to run the Giants.

Benefitting from the new blood, the Giants produced the best offense in the league as Friedman passed for 19 touchdowns and kicked 20 extra points. New York also fielded a formidable defense, helped by tackle Bill Owen, whose older brother Steve had been with the Giants for several years.

New York's path to the 1929 title was blocked by the emergence of the Green Bay Packers. Curly Lambeau signed three players—tackle Cal Hubbard, guard Mike Michalske, and halfback Johnny Blood (McNally)—all of whom would go on to Hall-of-Fame careers.

Michalske arrived from the New York Yankees, who folded after the '28 season. Hubbard came from the Giants after requesting that Mara trade him. Blood signed as a free agent when Pottsville went out of business. Blood rushed for 2 touchdowns, caught 2 touchdown passes, and threw 1, and his versatility served as a microcosm of the Packers' offense. On defense, Green Bay was even more polished, allowing only 22 points during a 12-0-1 championship season.

The NFL owners adopted a key rules change in 1929 when they added a fourth official, the field judge. During the annual Thanksgiving Day meeting between the Bears and Cardinals, the fourth official was privileged to see Ernie Nevers score all of the Cardinals' points in a 40-6 victory. Nevers rushed for 6 touchdowns and kicked 4 conversions, showing no ill effects from sitting out the 1928 season. It is a one-game scoring record that still stands.

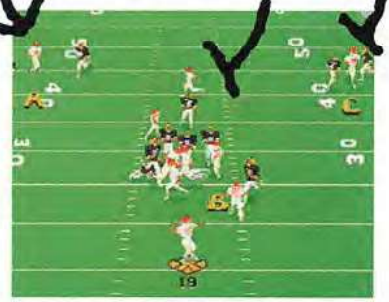


The preceding is excerpted from 75 Seasons, *published this fall by the National Football League and Turner Publishing. A celebration of the NFL from its inception in 1920 to the present,* 75 Seasons, *available in bookstores everywhere, contains 320 large-format pages, with hundreds of original photographs and illustrations.*

PRO FOOTBALL HALL OF FAME

FROM NOW ON, ALL FOOTBALL GAMES WILL BE JUDGED ON A SCALE OF 1 TO MADDEN '95.

"If you want, you can pass without windows to better see those receivers getting open down field."



"Grab a couple of guys, get a tournament together, and go at it."

TOURNAMENT 4 WAY PLAY SERIES

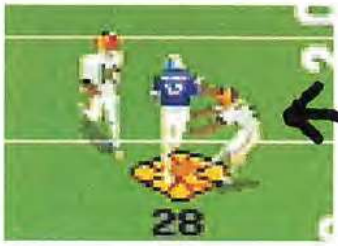
"You gotta' have a full team. 48 of the best guys you can round up. Then bring 'em in and out at will."

"Pilin' em up. Pilin' em up. Season long player stats tell you who's pullin' their weight."

"When you got all those big guys out there bangin' around, injuries are bound to happen."

"This is what it's all about."

NFL



"BOOM! That one knocked the stuff right out of his locker."

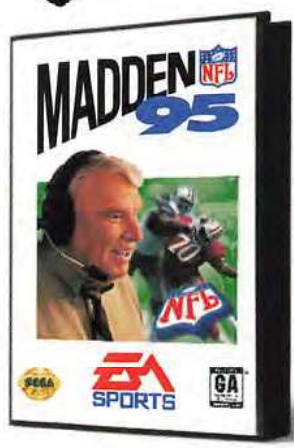
"Hey, after a tough day at work you wanna' do a little celebrating. Every year it's something new. Just ask Givins and Hill."

"This year we got the real players. Names. Numbers. They're in the game.*"

"Some backs just high step right over you, others go right through you with a straight arm. Marshall Faulk might do both."

"After a whole season of running, passing and hitting, it's a shame only one team gets to go home carrying this."

"The Cardinals 46, the Bucs Pirate, defenses from around the league. The real stuff."



NATIONAL FOOTBALL LEAGUE PLAYERS

EA SPORTS. It's in the game.™

This official seal is your assurance that this product meets the highest quality standards of Sega™. Buy games and accessories with this seal to be sure that they are compatible with the Sega Genesis™ and GameGear™ Systems.

Now available on SEGA GENESIS™ SUPER NINTENDO GAME BOY GAME GEAR

EA SPORTS, the EA SPORTS Logo, 4 Way Play logo, and "It's in the game" are trademarks of Electronic Arts. Team names, logos, helmet designs, and Super Bowl are registered trademarks of the NFL and it's member clubs. The NFL shield logo and the Team NFL logo are trademarks of the NFL. Officially licensed product of the NFLP. Sega, Genesis and GameGear are trademarks of Sega Enterprises, Ltd. Super Nintendo Entertainment System and Game Boy are Registered Trademarks of Nintendo of America, Inc. The Videogame Rating Council, its rating system, symbols and indicia are tredemarks of Sega Enterprises, Ltd.

***Only available on Sega™ Genesis™ and Gamegear.™**

SUPER BOWL SPOTLIGHT

WELLINGTON MARA AND HIS GIANTS HAVE BEEN A PART OF THE NEW YORK SPORTING SCENE FOR 70 NFL SEASONS

A PLACE IN THE PRO FOOTBALL

His is the smile of a leprechaun and he is smiling when he is talking about the day it all began.

"We were standing outside of the church that Sunday after Mass," Wellington Mara is saying, "and my father says, 'Well, boys, I'm going to try to put pro football over in New York today, and me—I was eight—I knew what football was but I'd never heard of pro football before and so I whispers to my brother, Jack—he was sixteen—'What's a pro?' and my father, who's talking to the priest, overhears and he laughs and says, 'That's a good question, Wellington. And we'll soon all find out, won't we?'"

The memories are 70 autumns in the past, the first stitches in a family and team tapestry that spans all but five years in the history of organized pro football, but they glow in Wellington Mara's eyes as if they were yesterday.

"The game that day at the Polo Grounds, oh, it was something. We were sitting on the Giants' bench—my father had decided to give the team the same name as the baseball team that played in the Polo Grounds because the baseball team was so well loved—and these great athletes were all around us. Jim Thorpe was one of them, but he was well past his prime and mostly just a curiosity by 1925. And I remember sitting there and Bob Folwell, our coach, turned back to the bench where I was sitting with a player named Paul Jappe, and Folwell said, 'Jappe, go in there and give 'em hell!' I thought to myself, 'What a tough game this is!'

"I had a cold and it was not a warm day. When we got home I was a bit under the weather. My mother, who'd been at the game, too, sizes me up and shakes her head and says to my father, 'It's a travesty that the visiting team gets to have their bench in the sun while the Giants are in the shade. It's not the place for a boy with a runny nose.' So the following Sunday, my father had us switch benches. From that day on, we always sat in the sun at the Polo Grounds."

Wellington Mara sat on the Giants' bench for every home game—and most away games—for 25 years except for the World War II years. In a way, though, he's never left it.

Tim Mara made him secretary of the club at age 18. At 21, a 1937 graduate of Fordham, he went to work for the organization full time.

"I was supposed to go to Fordham Law like my brother had done," he says, "but since I had skipped a class in elementary school I was a year ahead, so I talked my father into letting me go to work for the club. Five years later he says to me, 'Guess you aren't going to go to law school, huh?'"

Wellington Mara was the Giants' vice president and secretary—euphemisms for general manager and personnel director—for nearly three decades. Tim Mara died in 1959. Jack Mara died in 1965. Wellington succeeded his brother as president of the club.

No man has been associated with pro football longer than Wellington Timothy Mara.

Tim Mara was a self-made man, one always willing to take a chance. One story claims that the money he used to purchase the rights to an NFL franchise in New York came from his winnings the day before at Belmont.

"That may be true," Wellington Mara says, "but on most days five hundred dollars would have been only a *part* of his winnings. He never did say for sure whether it was five hundred dollars or twenty-five hundred dollars."

The story of how Tim Mara obtained the NFL rights to New York in 1925 has been told so often it almost seems apocryphal:

Tim Mara wants to buy a piece of boxer Gene Tunney. He goes to see Billy Gibson, his old friend and Tunney's manager. Joe Carr, the president of the NFL, happens to be in Gibson's office trying to convince Gibson he should become the owner of the New York franchise. Gibson isn't interested. Neither is he interested in selling any of Tunney's contract to Mara.

Mara turns to go. As he does, Gibson says, "But if you want to invest some money in a sports property, Tim, why don't you talk to Joe Carr [the president of the NFL] here. Joe's looking for an investor to back a pro football team in New York."

The price is discussed. Five minutes have passed since Mara had risen to leave. Mara reaches into his pocket and extracts $500 in bills. They shake hands all around. The deal is done.

"That's pretty much the way it happened, too," Wellington Mara says. "My father knew nothing about pro football, or football in general, for that matter. But he always said, 'An empty store with two chairs in it in New York is worth a few hundred dollars.'

"He was honest with Joe Carr, too. He told him he didn't know the first thing about it. Joe had an associate of his with him that day in Billy Gibson's office, man name of Dr. Harry March.

"Dr. March was a physician, but he also was—or had been—a theatrical producer, a showman and promoter, and an expert on football of all kinds. He'd come to New York not many years before from Canton, Ohio, and he'd seen there what potential pro football could have. My father was a man of action, so he says that sounds good to him. He hires Dr. March on the spot. The man worked for us for nearly ten years. He put together the 1927 champions, signed Steve Owen as coach in 1931, set the tone for our organization."

Tim Mara may have obtained the rights to New York for a nominal fee, but the first-year operational costs far exceeded the

ROSS LEWIS

BY JOHN WIEBUSCH

SUN

THE PROS KNOW.

Ask Sherwin-Williams®

COVER THE EARTH

SHERWIN WILLIAMS®

AMERICA'S NEIGHBORHOOD PLACE FOR PAINT™

amount of box office revenue. The team drew 25,000 for its opening game at the Polo Grounds against the Frankford Yellowjackets, but no crowd approached half that total until Red Grange and the Chicago Bears came to New York in early December. By that point, Tim Mara had lost $40,000 on the Giants. But the lure of Grange, the heralded All-America from Illinois, who had just turned pro with the Bears, brought more than 70,000 people to the Polo Grounds—the largest pro football crowd in history to that time—and Mara ended the season with football money in his pocket.

"An example of my father's luck," Wellington Mara says, "was that it rained all week before the Grange game—poured every day. The night before the game it broke. In the middle of the night one of my father's friends called to tell him the stars were out."

Wellington Mara shakes his head. "But just because he turned a profit that year doesn't mean it was easy. The Giants lost money over the next five years...and that's including winning the championship in 1927."

The competition from a new league—the American Football League—formed by Grange and his business partner C.C. Pyle, diluted interest in the sport in 1926. And the wettest New York autumn in years kept seats empty most of the time. The Giants had fewer than 100 people in the stands for a late-season game against the Bears, and Tim Mara's friends told him he was crazy to keep it going.

"Al Smith [the governor of New York and the man who would be the Democratic candidate for President in 1928] was a good friend of my father's," Wellington Mara says. "He advised my father to get out while he still had his means, but my father said, 'I can't, Al. My boys love it too much.' The reason he kept it all going was Jack and me."

New York Governor Al Smith advised Tim Mara to get out of pro football. "I can't, Al," he said. "My boys love it too much."

You can see the skyline of Manhattan across the Hudson River from the place they used to call the Meadows. It was the hunting ground of the Hackensack Indians two centuries ago, but it was the dumping ground of northern New Jersey in the middle years of this century, fetid marshland, a no man's land visited only by errant wildlife and an occasional hit man.

When the New Jersey Sports Authority announced in 1971 that it was going to build a sports complex there—including the last word in uncovered football palaces, a place to be called Giants Stadium—loud and raucous skepticism could be heard from the New York side of the Hudson. One columnist suggested that the sports complex literally would sink in the bogs of the marshlands. Other more figurative types promised the same fate for the team.

Wellington Mara sits on the edge of a Bauhaus couch in the corner of his office in the steel and chrome of Giants Stadium. He looks up at the framed photos of the many New York teams that have finished in first place and he smiles and says, "I only wish my father and my brother, Jack, were here to see this. Jack might not be too startled, but I know my father would.

"The game has become so big. And for all those years we never really had a home. We played in the Polo Grounds from year one [1925] until 1955. We left there only when we began to get rumblings that the baseball Giants were going to leave town.

"Then we shared Yankee Stadium with the Yankees from 1956 until mid-1973 ...then Yale Bowl with the Yale football team through 1974...then Shea Stadium with the Jets and Mets in 1975. It was like living in the same house as your mother-in-law and never having a place of your own. After all those years, to come here nineteen seasons ago, yes, it was *very* satisfying."

The stadium has shown no sign of sinking—not even when all of its 78,136 seats are filled (which they have been for all of the Giants' games there).

In the first 39 years of the franchise—from 1925 through 1963—the Giants had 32 teams that won more games than they lost. More often, they won a *lot* more, winning NFL championships in 1927, 1934, 1938, and 1956 and winning division or conference titles in 11 other years—1933, 1935, 1939, 1941, 1944, 1946, 1958, 1959, 1961, 1962, and 1963.

Twenty-five men who were associated with the Giants are members of the Pro Football Hall of Fame, including Tim Mara, who was in the charter class of 1963. Wellington Mara is a candidate for the Hall of Fame this year.

In 1963, the Giants played in their third consecutive NFL title game. They had come up short the previous two years against the Green Bay Packers and Vince Lombardi, the coach who had been the Giants' offensive mind during most of the glory days of the 1950s. They came up short against the old rival Bears in 1963, too.

Wellington Mara is a proud man, and it is not easy for him to talk about the frustrations of earlier days.

"We were almost always a contender until the mid-sixties," he

NFL PHOTOS

BIGGEST TITLE-GAME MARGIN
(1940 Chicago Bears over Washington Redskins, 73-0)

MOST CHAMPIONSHIPS
(Green Bay Packers, 11)

MOST SUPER BOWL APPEARANCES
(Dallas Cowboys, 7)

BEST-SELLING GASOLINE IN THE WORLD
(Shell, 15 million customers every day)

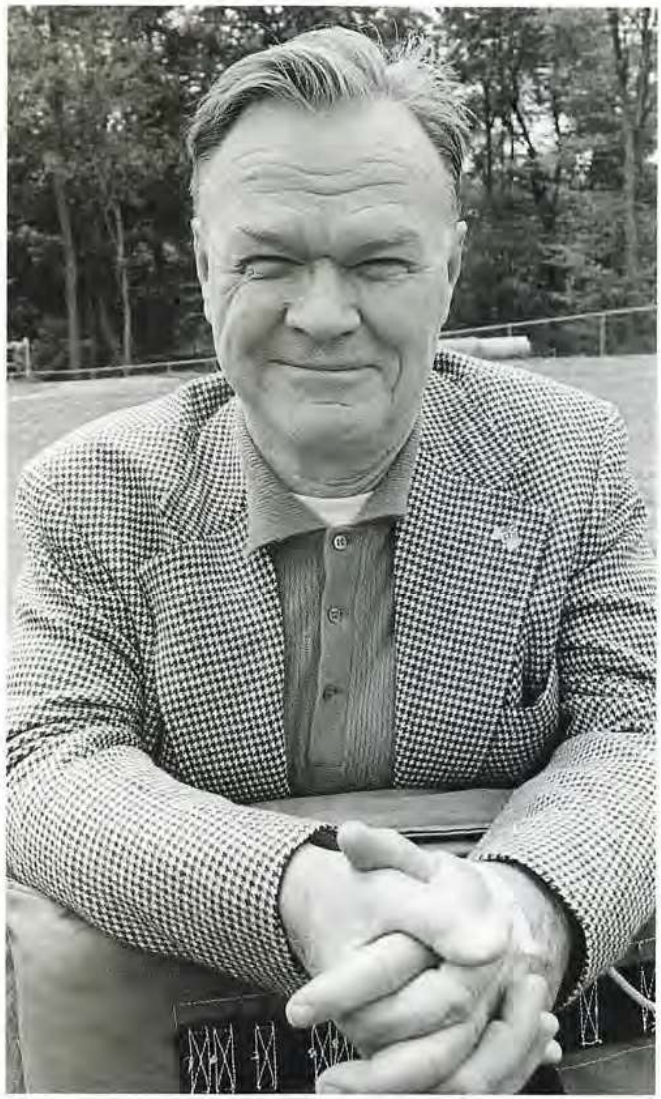
Shell is a proud sponsor of the NFL.

The team names and helmet logos are trademarks of the Teams indicated; NFL and Super Bowl are trademarks of the National Football League.

says. "We were always competitive. What happened in the mid-sixties is that the 'patch' theory just ran out on us. We continually sacrificed the future by trading draft choices to obtain older football players. The mistake was mine, I'll admit it. You must have a nucleus, of young players to go with the veterans. We didn't have that nucleus, and when the older players got old and retired we ended up with nothing."

The Giants went from 11-3 and first place in 1963 to 2-10-2 and last place in 1964. Dick Modzelewski and Sam Huff were traded before the 1964 season, and in 1965 Andy Robustelli, Y.A. Tittle, and Rosey Brown joined Frank Gifford and Kyle Rote in retirement. After that you couldn't tell the Giants without a program...and often it was mercifully just as well. The Giants were neither good *nor* lucky. The nine first-round draft choices the club made from 1964 through 1972 averaged fewer than three playing seasons with the Giants.

"I lived for those [training] camps...to be around our football team...this is the only business I ever cared about."



In the spring of 1929, the noted sportswriter Grantland Rice wrote that pro football in New York had been "a noble experiment but a notable failure." The Giants had won the NFL championship in 1927, but they had not lit the fire of enthusiasm. Tim Mara was undeterred.

"There's no combination like brute strength and ignorance," Tim Mara said, and then he not only ignored Grantland Rice's advice—and that of his friends—but he turned around and spent $10,000 to buy another pro football team, the Detroit Wolverines. The primary attraction on the Wolverines was quarterback Benny Friedman, perhaps the first of the great forward passers. "A Jewish boy playing for an Irishman in New York," Tim Mara said. "How wonderful!"

A coach, LeRoy Andrews, also came in the Wolverines' package. Andrews coached the Giants and Friedman to second-place finishes in 1929 and 1930, compiling a 24-5-1 record. But he earned a place of distinction by becoming the only coach Tim Mara ever personally fired.

"In 1930, Ken Strong was the sensation of college football at NYU," Wellington Mara says. "My father was very high on him, felt he'd be a big gate attraction in New York. But Andrews wasn't so sure. When Andrews went up to sign him, my father authorized Andrews X number of dollars. Andrews offered him about a third of that, so Strong signed with the Stapleton Stapes—the team that played on Staten Island. My father was furious."

Strong, a running back, joined the Giants in 1933, however. He was the catalyst in three consecutive first-place finishes.

"It really turned for the better in 1931," Wellington Mara says. "That's when Steve Owen began his twenty-three years as coach of the Giants. Owen had been a tackle with us since 1926—and a great one—and he was working as a foreman in a coal company my father owned.

"My father and Dr. March launched a big search to find a coach in 1931, after Andrews was let go, and there were all sorts of rumors that some big-name college coach would be the man. They even called Owen in to see what he thought.

"After a few weeks of this looking around, they summoned Steve back to our offices and told him they'd decided on him as the man. For those next two decades, Steve Owen was like a second father to me. He was a rough, tough old guy—he gave no quarter to anyone—but he got results."

Wellington Mara's first complete training camp with the Giants was in 1932, before his senior year in high school. "The first week of camp we were having kicking drills," he says, "and I was catching the ball after it was returned and giving it to our center, Mel Hein.

"Well, on one return of the ball, Hein decided to catch the ball himself but I didn't know that and when I tried to catch it he ran smack into me and his head popped me—accidentally, of course—and I ended up with the most beautiful shiner you ever saw in your life. The next day, one of the papers had a headline, 'Young Mara First Casualty at Giants Camp.'"

Wellington Mara chuckles softly, and his smile turns warmly sentimental. "I've never missed another camp. I live for those camps...to be around our football team. About the time I started going to Fordham, I also started attending all the camp meetings and conferences. I always was interested in what they did and how they did it.

"This is what I wanted to learn. This is the only business I ever cared about. I sat on the bench until 1951, when I decided that maybe since I was thirty-five years old it was time to go upstairs.

"Then I sat with the assistant coach in the press box. I'd take Polaroids of the action and throw them down to the field in an old

BERT MILLER

sweat sock that was weighted with a cleat. It wasn't very sophisticated, but it worked.

"I still was very close to the coaches and the team through the fifties and sixties, but the owner-management strains in the seventies changed that. I also was on the NFL Management Council then, which also kept me away more than I wanted to. In the seventies, I stopped most of my involvement on the clubhouse end of things altogether.

"These days I just take my portable golf seat out to practice, and I sit there just like any other interested observer would do. I've been pretty much a businessman instead of a football man for the last twenty years. Which is not to say I don't miss the direct contact terribly at times."

"These days, I just take my portable golf seat out to practice, and I sit there like any other interested observer would do."

In Wellington Mara's first year in the front office of the Giants, Owen unveiled the A formation. The innovation helped the young team to a successful season (a loss to the Redskins and rookie quarterback Sammy Baugh in the last game of the year relegated the Giants to second place) and set the stage for the championship season of 1938.

Wellington Mara was called "Duke" by some of his peers—an affectation that grew out of his first name—and the nickname was immortalized in the late 1930s when the NFL football officially was labeled "The Duke."

"Bert Bell [then the Philadelphia Eagles' owner but later to become commissioner of the NFL] was responsible for my nickname being attached to the ball," Mara says. "Mercifully, we dropped it off the ball in 1970, when the AFL-NFL merger took effect."

Wellington Mara served three years as a lieutenant commander in the Navy during World War II, and he returned in 1946 to confront the first major scandal in the history of pro football.

"On the Saturday night before the championship game we were at our training camp at Bear Mountain, just up the Hudson River from New York," Mara says. "William O'Dwyer, the mayor of New York, called us and said there was trouble and for us to come down to the city early the next morning. So Steve Owen and my father and brother and I went to meet O'Dwyer at Gracie Mansion with Bert Bell [who had been named commissioner earlier that year].

"O'Dwyer told us that there had been a fix attempt, that a gambler named Alvin Paris had approached a back on our team, Merle Hapes, and said that a lot of money would be involved if there were fumbles at the right time.

"Hapes turned down the offer—O'Dwyer said phone taps had proved this—but that Hapes had been afraid of confessing it because he thought that would be admitting guilt. He had told Frank Filchock, our quarterback, about it. O'Dwyer said Filchock was clean as a hound's tooth, though.

"We went through with the game—Filchock threw two touchdown passes but we lost 24-14 to the Bears. Bell said afterwards that knowledge of a fix was as bad as participation, and he banned both players for life [although Filchock's suspension was lifted in 1950, when he played for the Baltimore Colts]."

The trauma of that day in Wellington Mara's life was exceeded seven years later, on the day following the 1953 season when he and Jack Mara had to tell Steve Owen he was through as Giants coach after 23 years and 151 victories.

"Steve had been under heavy fire from the press and the players," Wellington Mara says. "In fact, he literally lost control of the team during the last week of the year—and it had been a disastrous financial year for us, too, what with a 3-9 record. But how could we get rid of a man who'd been everything to our team for so long, who'd been more than just a coach to Jack and me?

"We offered Steve any front-office job he wanted, but he was very bitter about the decision. He never came back to our offices—never talked to us—for nearly ten years. In December 1963, six months before he died, we hired him back as a scout."

Jim Lee Howell was Owen's successor. Howell was a low-key orchestrator, entrusting major responsibility to two brilliant assistants, Vince Lombardi (offense) and Tom Landry (defense).

The Giants won their fourth NFL championship in 1956. Two years later, New York lost 23-17 to Baltimore in overtime in the epic NFL Championship Game that brought pro football its first nationwide notoriety, through television.

Lombardi left for Green Bay following the 1958 season, and Landry for Dallas after the 1959 season, when the Giants lost the NFL title game to Baltimore for the second consecutive year.

Howell resigned to become the Giants' personnel director after the 1960 season, and Wellington Mara tried to induce Lombardi to return to New York. But Lombardi had just won his first divisional title in Green Bay (losing to Philadelphia in the only championship game he would not win), and he told Mara he had to stay.

Allie Sherman was named to succeed Howell. Sherman's teams won three consecutive Eastern Conference titles. The Giants lost all three championship games, the first two to Lombardi's Packers.

After that, the Giants were mostly a fallow field for two decades. In the 20 years from 1964-1983, the team had only three winning records and no championship seasons.

Bill Parcells changed all that after taking over the Giants in 1983. His second and third teams were in the playoffs. His fourth team won Super Bowl XXI. The Giants were contenders again in 1988 and 1989 before winning Super Bowl XXV after the 1990 season. Then Parcells stepped down.

"Some coaches are born to greatness," Wellington Mara says. "Steve Owen, Vince Lombardi, Tom Landry, Bill Parcells. Bill belongs in that crowd. He's a winner and he willed his ways on us."

Wellington Mara has soft blue eyes and hair that is alternately red and blond and gray. He plays golf at the Winged Foot Golf Club, and he runs and works out at the New York Athletic Club. He is 78, but he looks and behaves like a man in his early 60s. He wears button-down shirts and rep ties and blazers.

He lives in Westchester County—a 45-minute drive from Giants Stadium—with his wife Ann. Wellington and Ann were married in 1954, when he was 38. Together they raised 11 children—John, 40; Susan, 39; Chris, 37; Steven, 36; Frank, 34; Sheila, 33; Kathleen, 32; Maureen, 30; Ann Marie, 27; Meghan, 23; and Colleen, 20. There are 26 grandchildren.

"John graduated from Fordham Law," Wellington Mara says, "following in the footsteps of his uncle and picking up where his father left off. John joined our front office as executive vice president and general counsel in 1991. I'm very proud of him, as I am of all of them.

"Once, in the fifties, when John was only a little tot, he asked me if it was true that I owned the Giants, and I said that I owned half the team, that Uncle Jack owned the other half. And John said, 'Do you own the half that Frank Gifford's on?'"

Wellington Mara is asked what he would like to be remembered for, and he says without pausing, "Oh, I suppose that I knew a little bit about this game...that I was a good and decent human being."

It is 1 o'clock in the afternoon, and the President and co-CEO (with Robert Tisch, who purchased the other half of the team in 1991) looks at his watch and says it is time to go out to watch practice in Giants Stadium. "It's not like when our offices were in Manhattan and the team was working out at Pace College," he says. "Seeing practice there was a rare treat. Here I can watch every day."

Wellington Mara pulls a portable golf seat from his desk and goes out to sit in the sun.

©1992 Sony Corporation of America. All rights reserved. Sony and Watchman are trademarks of Sony.

SONY

What's A Game Without Replays?

Don't miss a play, with a Sony Watchman™ personal TV. In color LCD or black and white, razor-sharp images bring the game to you wherever you are –the office, on the go, or even at the game.

Make the right call. Watchman TV. From Sony.

The Official Personal Television Of The NFL.

Picture Simulated.

SUPER BOWL SPOTLIGHT

ALL-TIME NFL TEAM

Forty-eight superstars earn distinction as the greatest players in pro football history

QUARTERBACK

Sammy Baugh

QUARTERBACK

Otto Graham

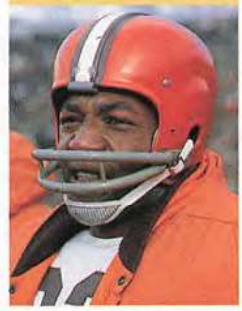
QUARTERBACK

Joe Montana

QUARTERBACK

Johnny Unitas

RUNNING BACK



Jim Brown

RUNNING BACK

Marion Motley

WIDE RECEIVER

Raymond Berry

WIDE RECEIVER

Don Hutson

WIDE RECEIVER

Jerry Rice

TIGHT END

Mike Ditka

TIGHT END

Kellen Winslow

TACKLE

Roosevelt Brown

CENTER

Mike Webster

DEFENSIVE END

Deacon Jones

DEFENSIVE END

Gino Marchetti

DEFENSIVE END

Reggie White

DEFENSIVE TACKLE

Joe Greene

DEFENSIVE TACKLE

Bob Lilly

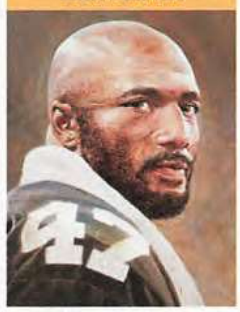
LINEBACKER

Ray Nitschke

LINEBACKER

Lawrence Taylor

CORNERBACK



Mel Blount

CORNERBACK

Mike Haynes

CORNERBACK

Night Train Lane

CORNERBACK

Rod Woodson

Its offense is unstoppable, its defense impenetrable, and its special teams capable of turning a game around in any given moment. It's the ultimate Dream Team: a collection of 48 of the greatest players in NFL history, all gathered in a gallery on these two pages. From legendary Sammy Baugh, and Don Hutson, who revolutionized the game in the 1930s and 40s, to current greats such as Joe Montana, Jerry Rice, and Ronnie Lott, the NFL's All-Time Team is a cross-section of the greatest players ever to play professional football. Fifteen members of a Pro Football Hall of Fame committee were entrusted with choosing the NFL's All-Time Team in conjunction with the league's seventy-fifth anniversary celebration. The committee members—all noted football personnel, historians, or members of the media—faced a formidable task whittling the number of deserving players to a select few. Compare their results with your favorites over the years. Then turn the page and peruse the All-Decade teams, as depicted by some of the premier sports artists in the country. These illustrations first appeared in *75 Seasons*, a book published in the fall by the NFL and Turner Publishing.

Offense *Defense* *Special Teams*
**Also selected to special teams*

RUNNING BACK

Bronko Nagurski

RUNNING BACK

Walter Payton

RUNNING BACK*

Gale Sayers

RUNNING BACK

O.J. Simpson

RUNNING BACK

Steve Van Buren

WIDE RECEIVER

Lance Alworth

TACKLE

Forrest Gregg

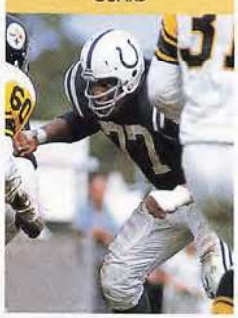
TACKLE

Anthony Muñoz

GUARD

John Hannah

GUARD



Jim Parker

GUARD

Gene Upshaw

CENTER

Mel Hein

DEFENSIVE TACKLE

Merlin Olsen

LINEBACKER

Dick Butkus

LINEBACKER

Jack Ham

LINEBACKER

Ted Hendricks

LINEBACKER

Jack Lambert

LINEBACKER

Willie Lanier

SAFETY

Ken Houston

SAFETY

Ronnie Lott

SAFETY

Larry Wilson

PUNTER

Ray Guy

KICKER

Jan Stenerud

PUNT RETURNER

Billy Johnson

ILLUSTRATION BY GARY KELLEY

ILLUSTRATION BY GREG MANCHESS

ILLUSTRATION BY C.F. PAYNE

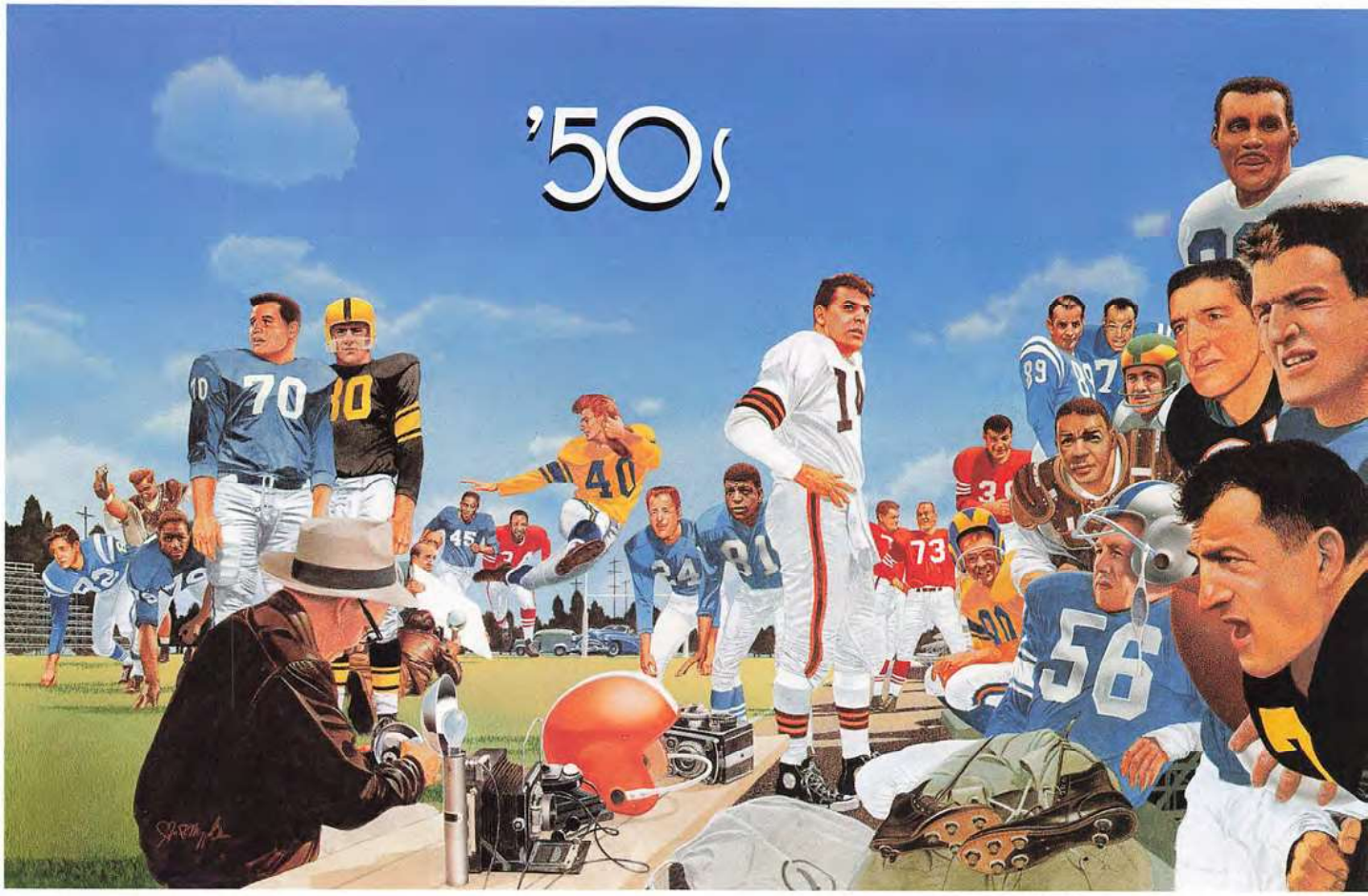


ILLUSTRATION BY JOHN MAGGARD

NFL ALL-DECADE TEAMS *(See legend of identification on page 210)*

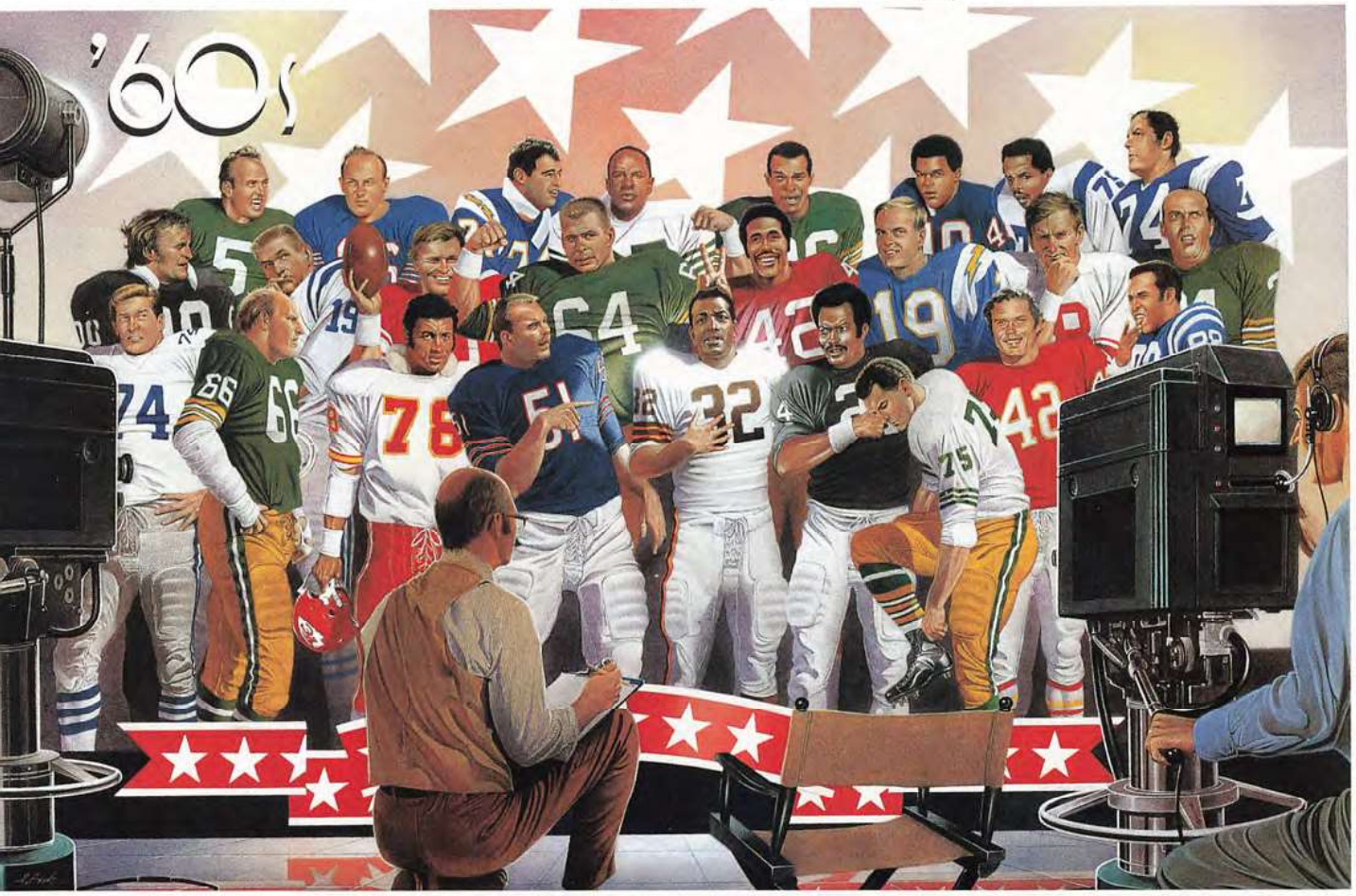


ILLUSTRATION BY DAVID BECK

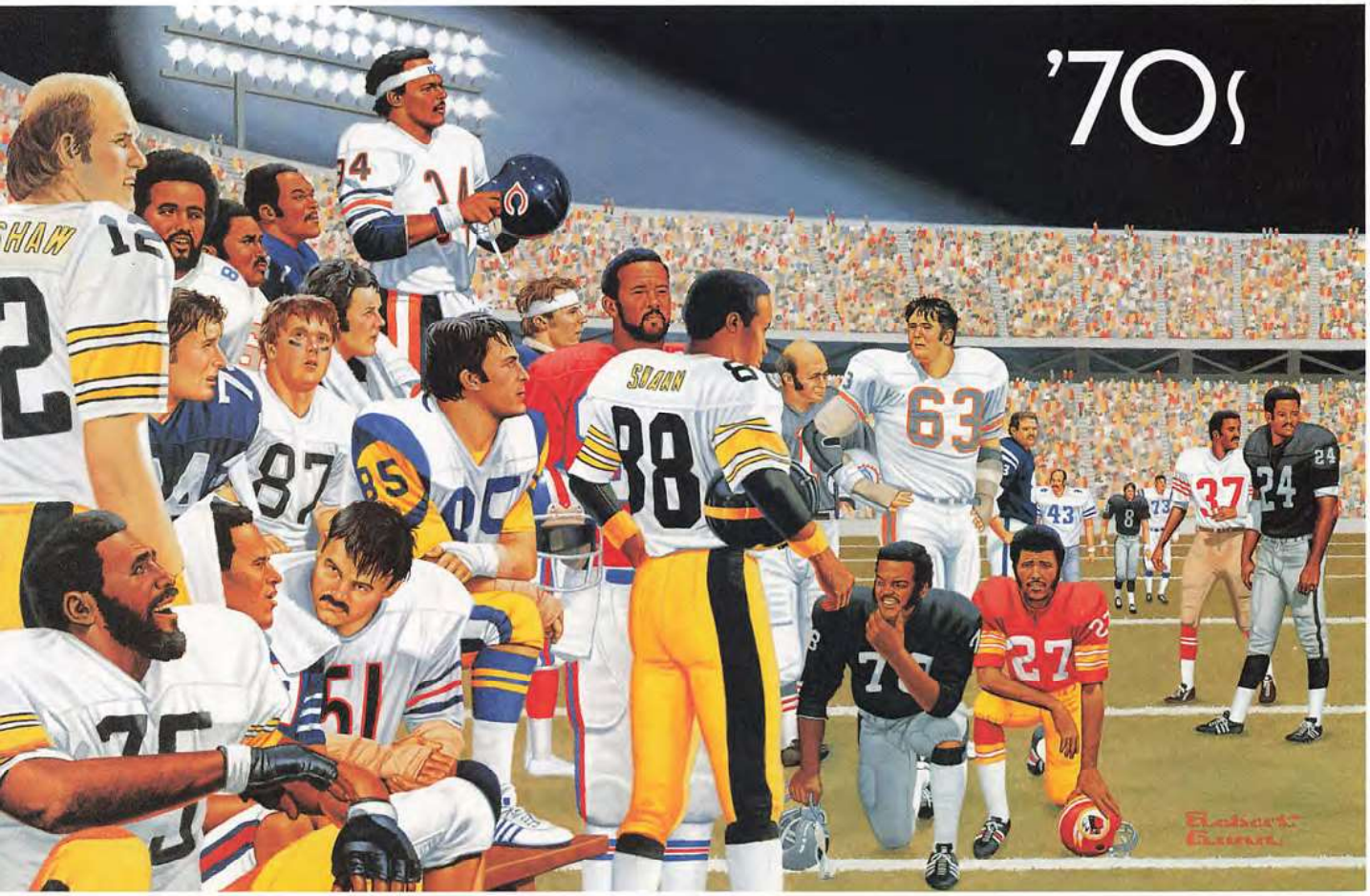


ILLUSTRATION BY ROBERT GUNN

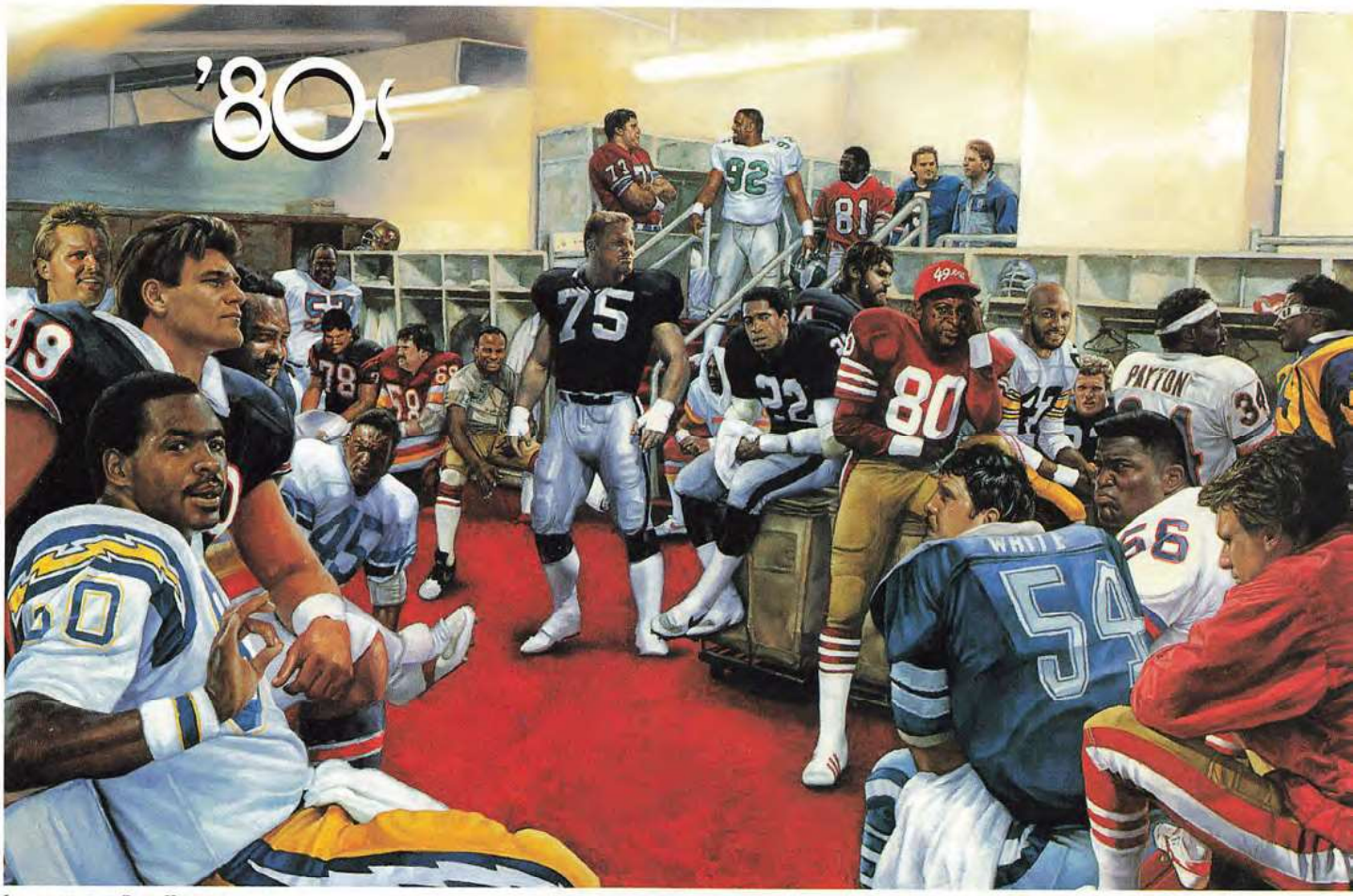


ILLUSTRATION BY CHRIS HOPKINS

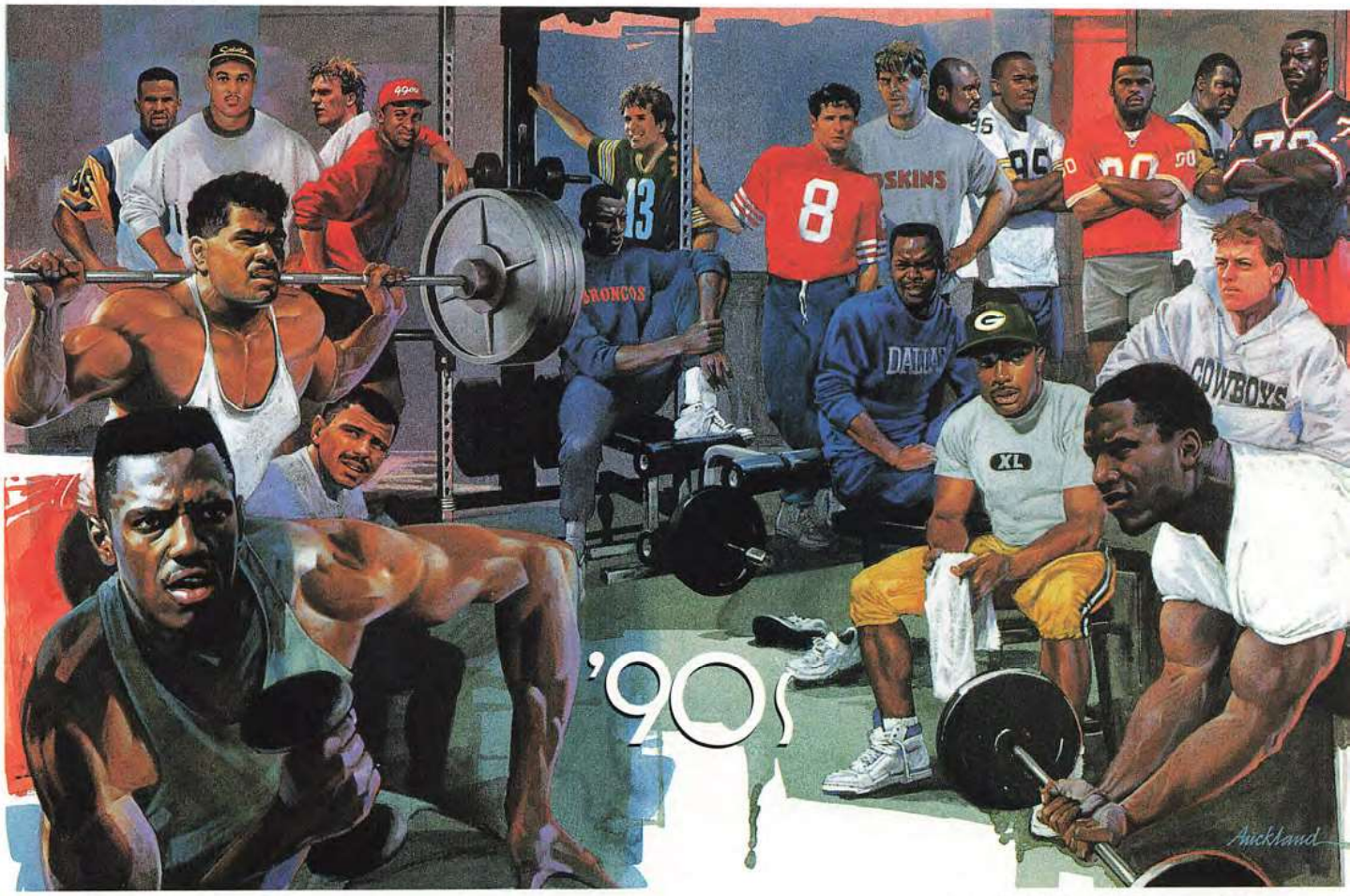
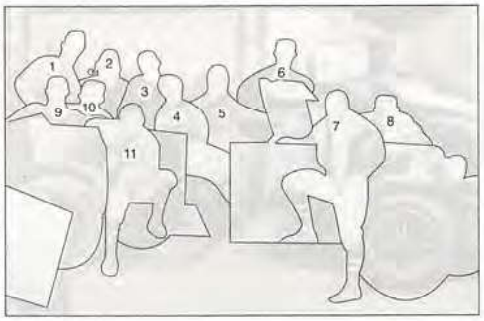


ILLUSTRATION BY JIM AUCKLAND

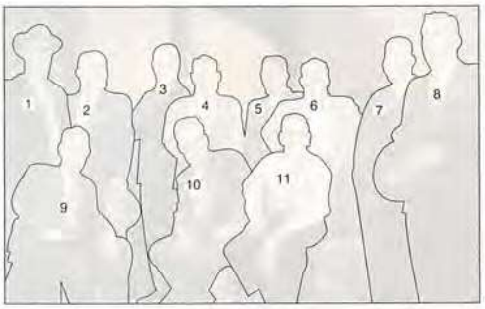
LEGEND TO ALL-DECADE ILLUSTRATIONS

20s



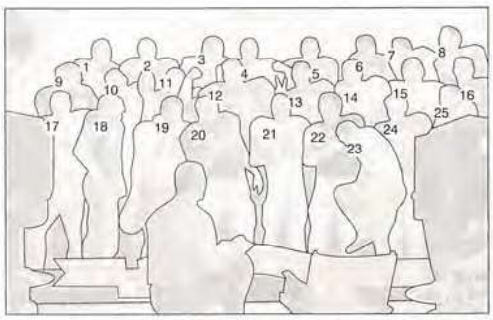
1) **Cal Hubbard**, tackle; 2) **Walt Kiesling**, guard; 3) **LaVern Dilweg**, end; 4) **John (Paddy) Driscoll**, back; 5) **George Trafton**, center; 6) **Guy Chamberlin**, end; 7) **Harold (Red) Grange**, halfback; 8) **Ernie Nevers**, fullback; 9) **Mike Michalske**, guard; 10) **Wilbur (Pete) Henry**, tackle; 11) **Jim Thorpe**, halfback.

40s



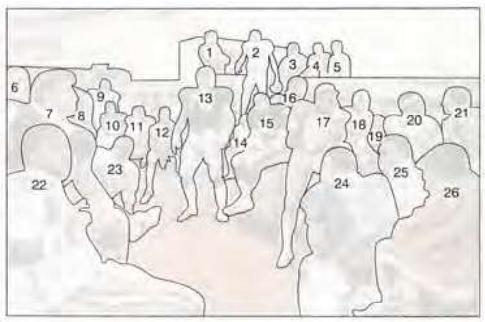
1) **Marion Motley**, fullback; 2) **Clyde (Bulldog) Turner**, center; 3) **Dante Lavelli**, end; 4) **Pete Pihos**, end; 5) **Bill Willis**, guard; 6) **Bruno Banducci**, guard; 7) **Al Wistert**, tackle; 8) **George Connor**, tackle; 9) **George McAfee**, halfback; 10) **Steve Van Buren**, halfback; 11) **Sammy Baugh**, quarterback.

60s



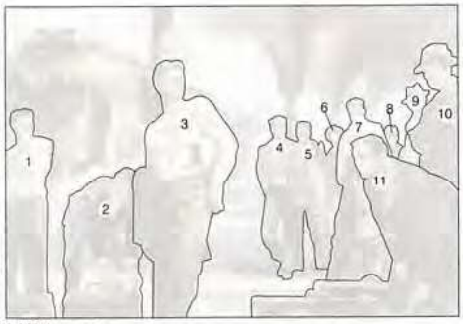
1) **Paul Hornung**, halfback; 2) **Billy Shaw**, guard; 3) **Ron Mix**, tackle; 4) **Willie Davis**, defensive end; 5) **Herb Adderley**, cornerback; 6) **Gale Sayers**, halfback; 7) **Deacon Jones**, defensive end; 8) **Merlin Olsen**, defensive tackle; 9) **Jim Otto**, center; 10) **John Unitas**, quarterback; 11) **Jim Bakken**, kicker; 12) **Jerry Kramer**, guard; 13) **Charley Taylor**, wide receiver; 14) **Lance Alworth**, wide receiver; 15) **Larry Wilson**, safety; 16) **Don Chandler**, punter; 17) **Bob Lilly**, defensive tackle; 18) **Ray Nitschke**, linebacker; 19) **Bobby Bell**, linebacker; 20) **Dick Butkus**, linebacker; 21) **Jim Brown**, fullback; 22) **Willie Brown**, cornerback; 23) **Forrest Gregg**, tackle; 24) **Johnny Robinson**, safety; 25) **John Mackey**, tight end.

80s



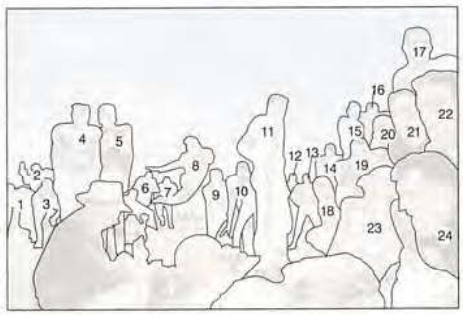
1) **John Hannah**, guard; 2) **Reggie White**, defensive end; 3) **Billy Johnson**, punt returner; 4) **Sean Landeta**, punter; 5) **Steve Largent**, wide receiver; 6) **Morten Andersen**, kicker; 7) **Dan Hampton**, defensive tackle; 8) **Mike Singletary**, inside linebacker; 9) **Dwight Stephenson**, center; 10) **Anthony Muñoz**, tackle; 11) **Russ Grimm**, guard; 12) **Ronnie Lott**, safety; 13) **Howie Long**, defensive end; 14) **Mike Nelms**, kickoff returner; 15) **Mike Haynes**, cornerback; 16) **Jim Covert**, tackle; 17) **Jerry Rice**, wide receiver; 18) **Mel Blount**, cornerback; 19) **Ted Hendricks**, linebacker; 20) **Walter Payton**, running back; 21) **Eric Dickerson**, running back; 22) **Kellen Winslow**, tight end; 23) **Kenny Easley**, safety; 24) **Randy White**, defensive tackle; 25) **Lawrence Taylor**, outside linebacker; 26) **Joe Montana**, quarterback.

30s



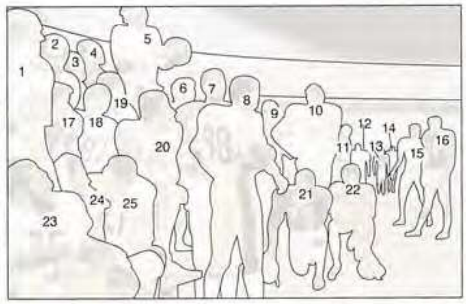
1) **Dan Fortmann**, guard; 2) **Cliff Battles**, halfback; 3) **Earl (Dutch) Clark**, back; 4) **Clarke Hinkle**, fullback; 5) **Grover (Ox) Emerson**, guard; 6) **Bill Hewitt**, end; 7) **Bronko Nagurski**, fullback; 8) **Joe Stydahar**, tackle; 9) **Glen (Turk) Edwards**, tackle; 10) **Don Hutson**, end; 11) **Mel Hein**, center.

50s



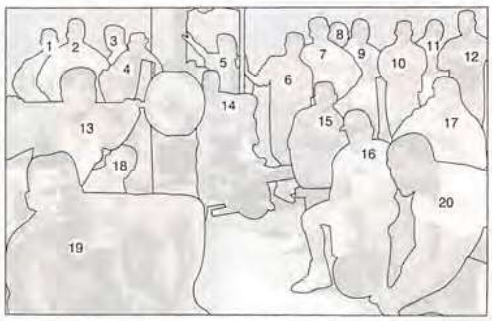
1) **Raymond Berry**, end; 2) **Lou Groza**, kicker; 3) **Roosevelt Brown**, tackle; 4) **Sam Huff**, linebacker; 5) **Jack Butler**, defensive halfback; 6) **Emlen Tunnell**, safety; 7) **Joe Perry**, fullback; 8) **Elroy (Crazylegs) Hirsch**, flanker; 9) **Jack Christiansen**, safety; 10) **Dick (Night Train) Lane**, defensive halfback; 11) **Otto Graham**, quarterback; 12) **Bob St. Clair**, tackle; 13) **Leo Nomellini**, defensive tackle; 14) **Hugh McElhenny**, halfback; 15) **Gino Marchetti**, defensive end; 16) **Jim Parker**, guard; 17) **Ollie Matson**, halfback; 18) **Tom Fears**, end; 19) **Len Ford**, defensive end; 20) **Chuck Bednarik**, center; 21) **Bill George**, linebacker; 22) **Dick Stanfel**, guard; 23) **Joe Schmidt**, linebacker; 24) **Ernie Stautner**, defensive tackle.

70s

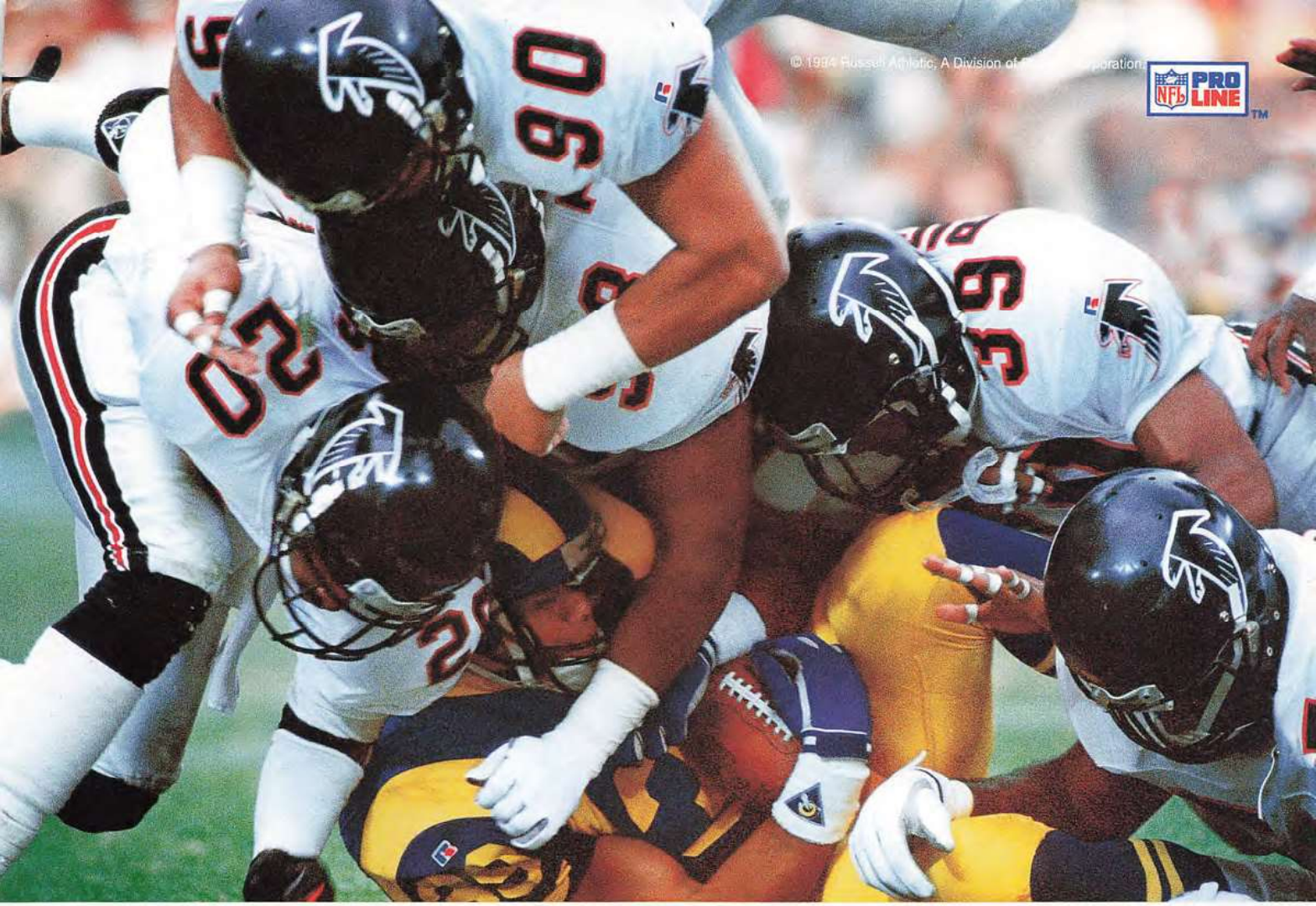


1) **Terry Bradshaw**, quarterback; 2) **Drew Pearson**, wide receiver; 3) **Larry Little**, guard; 4) **Carl Eller**, defensive end; 5) **Walter Payton**, running back; 6) **Joe DeLamielleure**, guard; 7) **Rick Upchurch**, kick returner; 8) **Lynn Swann**, wide receiver; 9) **Garo Yepremian**, kicker; 10) **Jim Langer**, center; 11) **Ted Hendricks**, outside linebacker; 12) **Cliff Harris**, safety; 13) **Ray Guy**, punter; 14) **Ron Yary**, tackle; 15) **Jimmy Johnson**, cornerback; 16) **Willie Brown**, cornerback; 17) **Bob Lilly**, defensive tackle; 18) **Dave Casper**, tight end; 19) **Jack Ham**, outside linebacker; 20) **Jack Youngblood**, defensive end; 21) **Art Shell**, tackle; 22) **Ken Houston**, safety; 23) **Joe Greene**, defensive tackle; 24) **O.J. Simpson**, running back; 25) **Dick Butkus**, middle linebacker.

90s



1) **Jerome Bettis**, running back; 2) **William Roaf**, tackle; 3) **Steve Wisniewski**, guard; 4) **Jerry Rice**, wide receiver; 5) **Chris Jacke**, kicker; 6) **Steve Young**, quarterback; 7) **Jim Lachey**, tackle; 8) **Cortez Kennedy**, defensive tackle; 9) **Greg Lloyd**, outside linebacker; 10) **Neil Smith**, defensive end; 11) **Sean Gilbert**, defensive tackle; 12) **Bruce Smith**, defensive end; 13) **Junior Seau**, inside linebacker; 14) **Shannon Sharpe**, tight end; 15) **Emmitt Smith**, running back; 16) **Sterling Sharpe**, wide receiver; 17) **Troy Aikman**, quarterback; 18) **Rod Woodson**, cornerback; 19) **Kevin Smith**, cornerback; 20) **Barry Sanders**, running back.



PROS KNOW OUR NAME.

(It gets beaten into them everyday.)

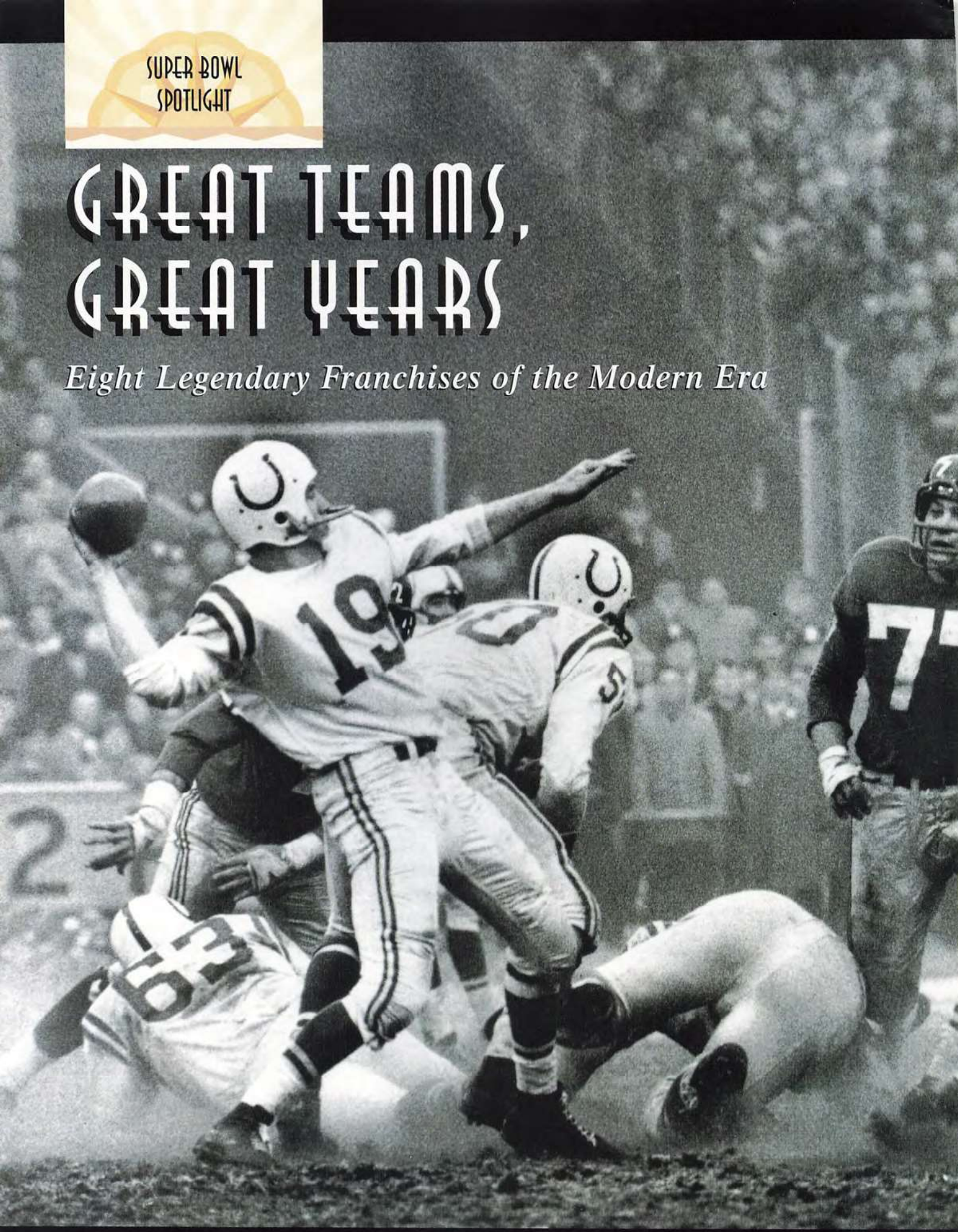
RUSSELL® ATHLETIC

GET TOUGH™

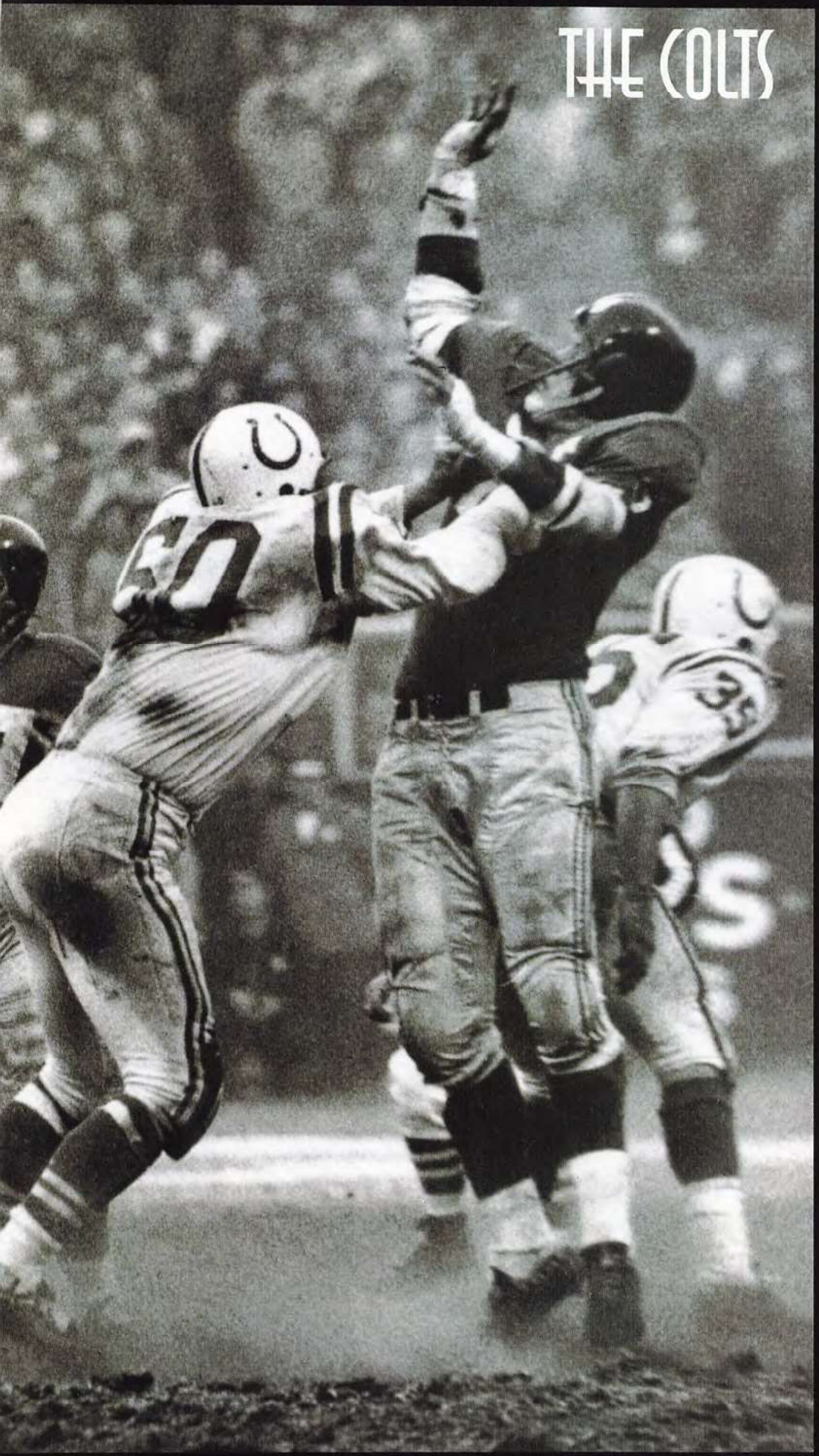
SUPER BOWL SPOTLIGHT

GREAT TEAMS, GREAT YEARS

Eight Legendary Franchises of the Modern Era



THE COLTS



When Alan Ameche barged into the Giants' end zone in overtime to give Baltimore the 1958 NFL title in a game some called the greatest ever played, pro football was changed forever. In a sense, Ameche ran through a time barrier into the NFL's modern era…an era in which pro football became America's most popular sport. And the 1958-59 Colts, two-time NFL champions, were the first great team of that great era. Eight seasons later, following the emergence of the AFL, the Super Bowl was born. But in the first 28 Super Bowl games, only 12 teams have shared in the glory of football's greatest prize…the best of the best. The 49ers of the eighties and Steelers of the seventies have won all four Super Bowls they've played, while the Cowboys have been to the most games (seven) and also won four—two in the seventies and two in the nineties. The Raiders and Redskins have won three Super Bowls each, and the Packers, Giants, and Dolphins (who went unbeaten in 1972) have taken two. The Jets and Chiefs may have won only one, but their victories in Super Bowls III and IV authenticated the AFL and were the last two before the AFL-NFL merger. The 1985 Bears, one of two 18-1 teams in NFL history (along with the 1984 49ers), also were historic winners. A tip of the cap, too, to three non-winners—the Vikings, Broncos, and Bills, all of whom have appeared in four Super Bowls. And let's not forget the 1960-61 Oilers and 1964-65 Bills, who won back-to-back AFL titles.

Johnny Unitas (left) passed and Weeb Ewbank coached the Baltimore Colts to NFL championships in 1958-59. Later, the Colts played in Super Bowls III and V, winning the latter.

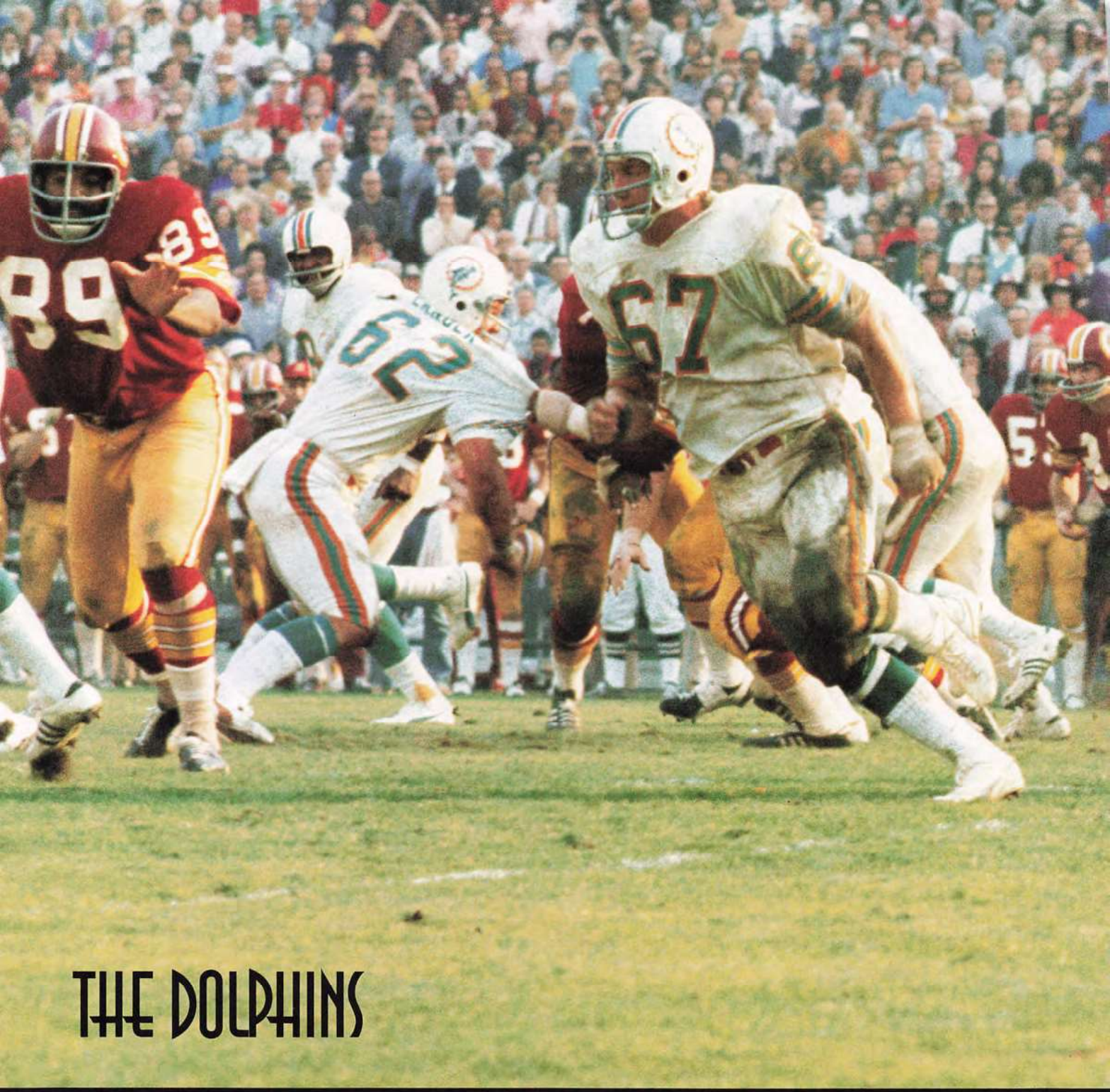
ROBERT RIGER

VERNON BIEVER

THE PACKERS

His teams were so dominant in the sixties—including victories in the first two Super Bowls—that Vince Lombardi's name was attached permanently to the Super Bowl trophy. After taking over a Green Bay team in 1959 that had gone 1-10-1 the year before, Lombardi led the Packers to a 98-30-4 record over the next nine years, including five NFL titles (1961-62 and 1965-67). In his final two seasons as Green Bay coach (1966-67), he also guided the Packers to victories over Kansas City and Oakland in Super Bowls I and II, leaving the field after Super Bowl II on the shoulders of two of his outstanding players, tackle Forrest Gregg (above, left) and guard Jerry Kramer. Gregg, also on page at left, and the Packers not only overcame their opponents, they also overcame rain, cold, mud, and snow.

ROBERT RIGER

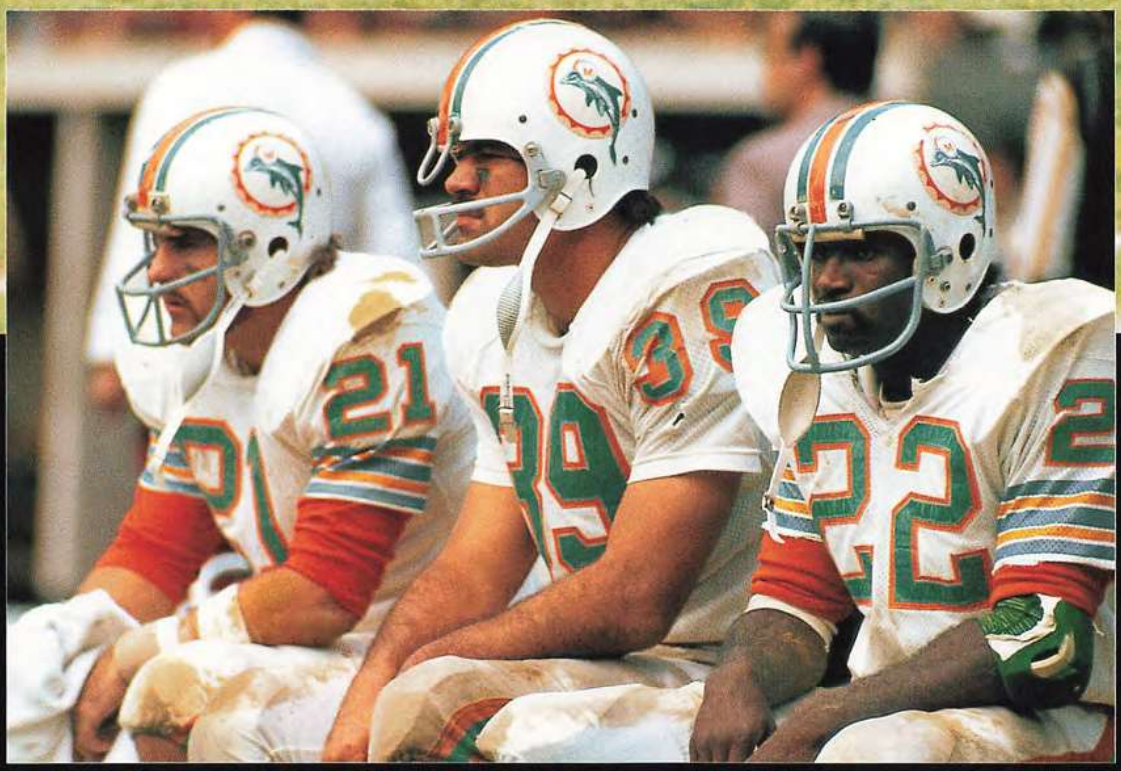


THE DOLPHINS

NATE FINE

GREAT TEAMS

In the Don Shula era, the Miami Dolphins have played in five Super Bowls, but they reached their peak from 1971-73 when they went to three in a row and won the last two, posting an amazing record from 1972-73. The 1972 Dolphins, at 17-0, remain the only unbeaten, untied team in the NFL's 75-year history. Quarterback Bob Griese directed the Miami offense, which dominated most opponents with an overwhelming ground attack, featuring (right, from left to right) Jim Kiick, Larry Csonka, and Eugene (Mercury) Morris. Csonka (above, following guard Bob Kuechenberg) rushed for 112 yards on only 15 carries in Miami's 14-7 victory over Washington in Super Bowl VII, then added 145 yards and MVP honors against Minnesota in Super Bowl VIII.



TONY TOMSIC

THE COWBOYS

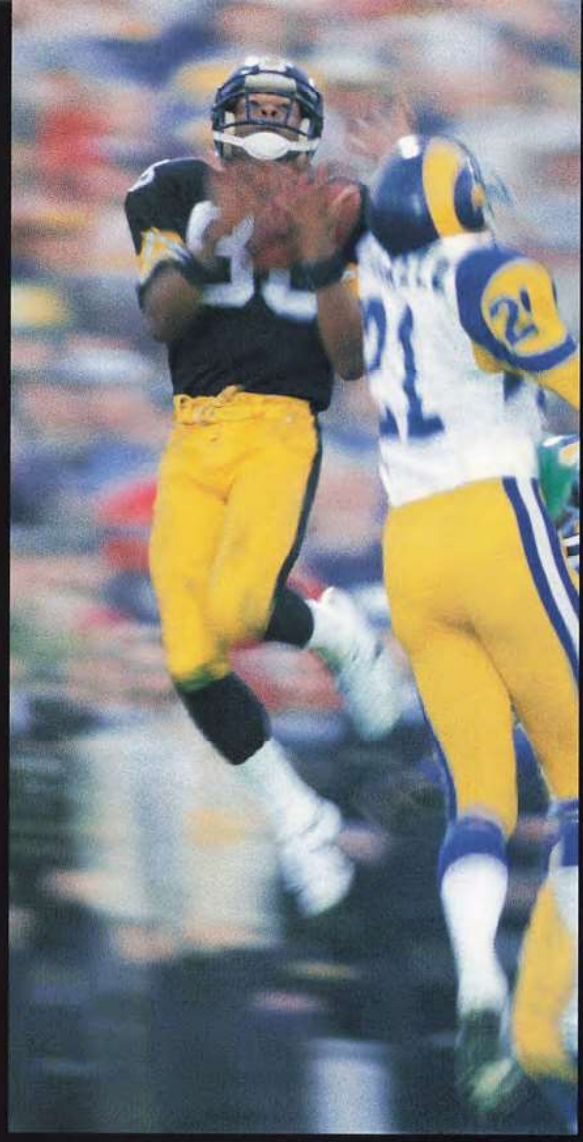
PAUL MOSELEY/*FORT WORTH STAR TELEGRAM*

The Dallas Cowboys have had two great eras—the seventies when they went to five Super Bowls under stoical Tom Landry (above) and won two of them (VI and XII), and the nineties, when they won two in a row (XXVII and XXVIII) under fiery Jimmy Johnson. Quarterback Roger Staubach led the Cowboys in the seventies, while Troy Aikman, still only 28, is the team's signal caller today. Today's well-balanced Cowboys rely both on Aikman, who threw 4 touchdown passes against the Bills in Super Bowl XXVII (left), and three-time NFL rushing champion Emmitt Smith.

GIN ELLIS

THE STEELERS

GEORGE GOIKOVICH

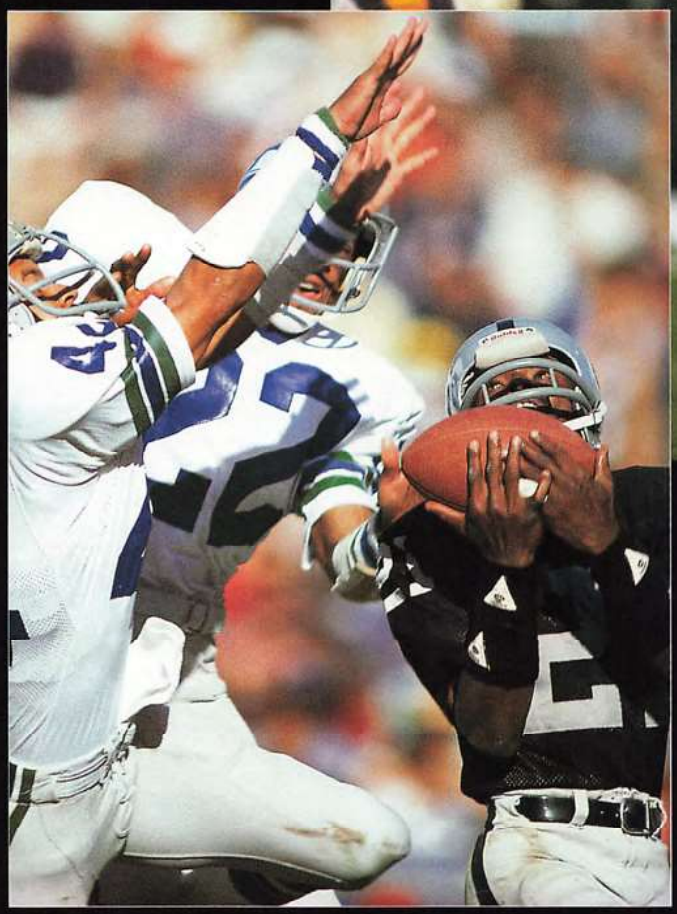


MICHAEL ZAGARIS

GREAT TEAMS

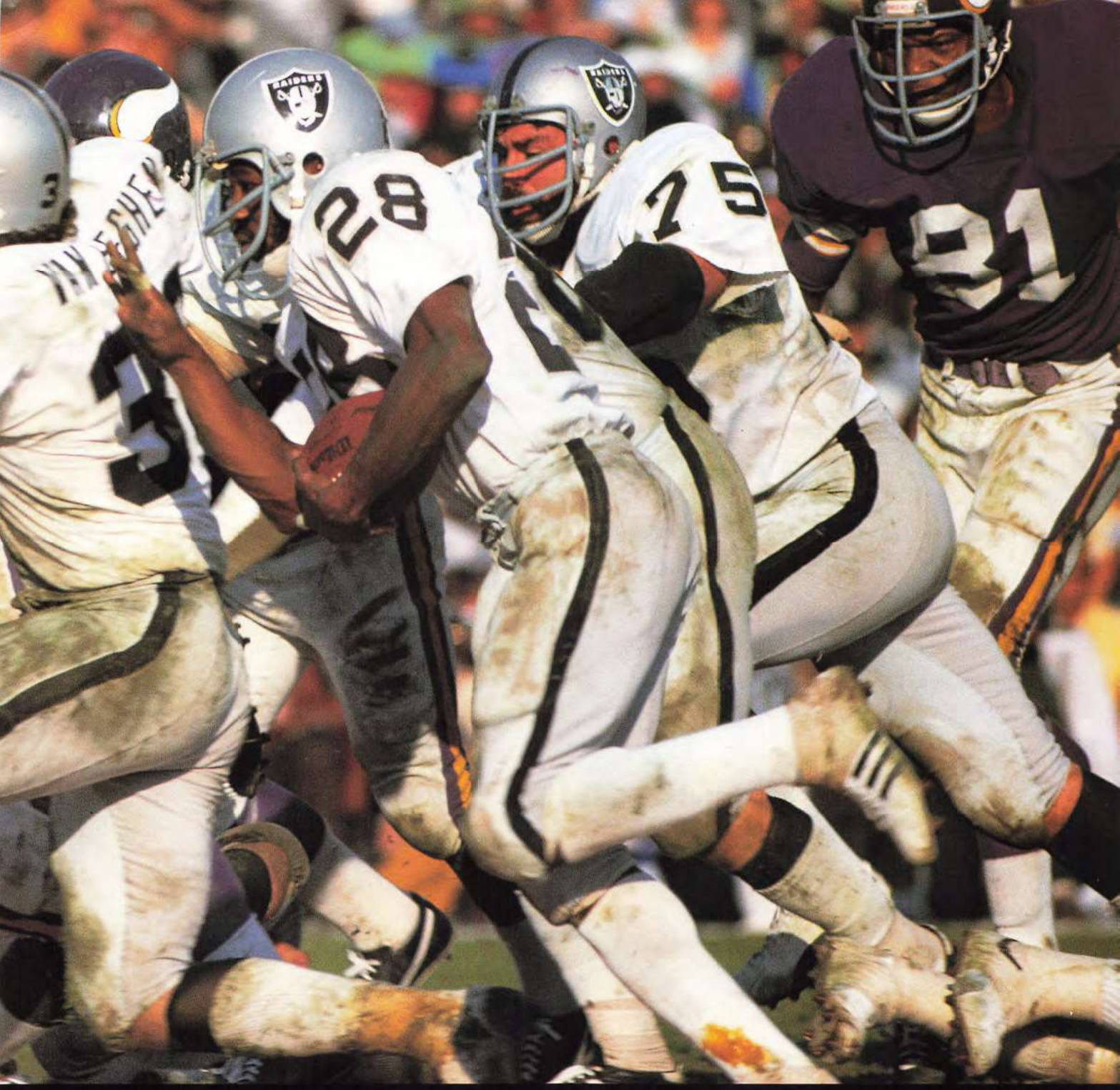
No team ever has had a Super Bowl run to match Chuck Noll's Pittsburgh Steelers, who won four of them in six years (1974-75 and 1978-79). The Steelers of Super Bowls IX and X were a ground-oriented bunch on offense with a fierce defense, aptly named the Steel Curtain (left). Linebackers Jack Lambert (58) and Jack Ham (59) and tackle Ernie Holmes (63) lined up with several other great players, including tackle Joe Greene, end L.C. Greenwood, and cornerback Mel Blount. In Super Bowls XIII and XIV, the Steelers were not as strong on defense, but were more explosive on offense, with Terry Bradshaw throwing deep to wide receivers Lynn Swann (above in Super Bowl XIV) and John Stallworth. On all four Super Bowl teams, powerful Franco Harris was the star of the running game.

GREAT TEAMS



PETER READ MILLER

THE RAIDERS



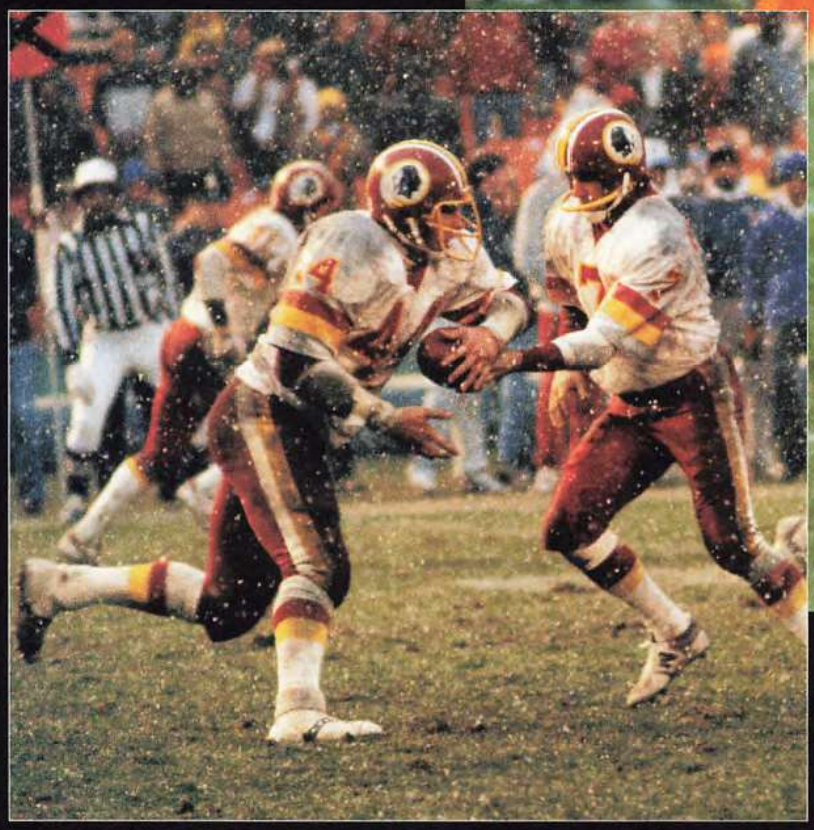
TONY TOMSIC

The Raiders are the only NFL team to visit the Super Bowl in three different decades—the sixties, seventies, and eighties. And they're also the only team to win for two different cities. In four trips to the biggest game, the Raiders have won three times, making Oakland happy twice (Super Bowls XI and XV) and then winning one (Super Bowl XVIII) for Los Angeles. Perennial contenders—they went to eight AFL or AFC championship games in 10 years from 1967-1976—the Raiders finally won their first Super Bowl (XI) by overpowering Minnesota 32-14. In beating the Vikings, Clarence Davis (28, above) rushed for 137 yards, and Ken Stabler quarterbacked an offense that gained 429 yards. Throughout their glory years, the Raiders not only ran well and played tight-fisted defense, but often burned opponents with deep passes. And no one went deep better than wide receiver Cliff Branch (left).

GREAT TEAMS

The Washington Redskins have played in five Super Bowls, one under George Allen in the seventies and four under Joe Gibbs, who won three of them (XVII, XXII, and XXVI) in the eighties and early nineties. Remarkably, Gibbs won with three different quarterbacks—Joe Theismann (below, handing the ball to John Riggins), Doug Williams, and Mark Rypien. But one thing remained constant in Washington's success—a hard-blocking, tenacious offensive line known simply as "The Hogs" (right). Marching to the line of scrimmage (from left to right) were guard Ken Huff (61), center Rick Donnalley (76), guard Russ Grimm (68), and tackle Joe Jacoby (66). Riggins, a bruising ground gainer who ran through would-be tacklers, displayed a Hog's temperament as a runner.

NATE FINE

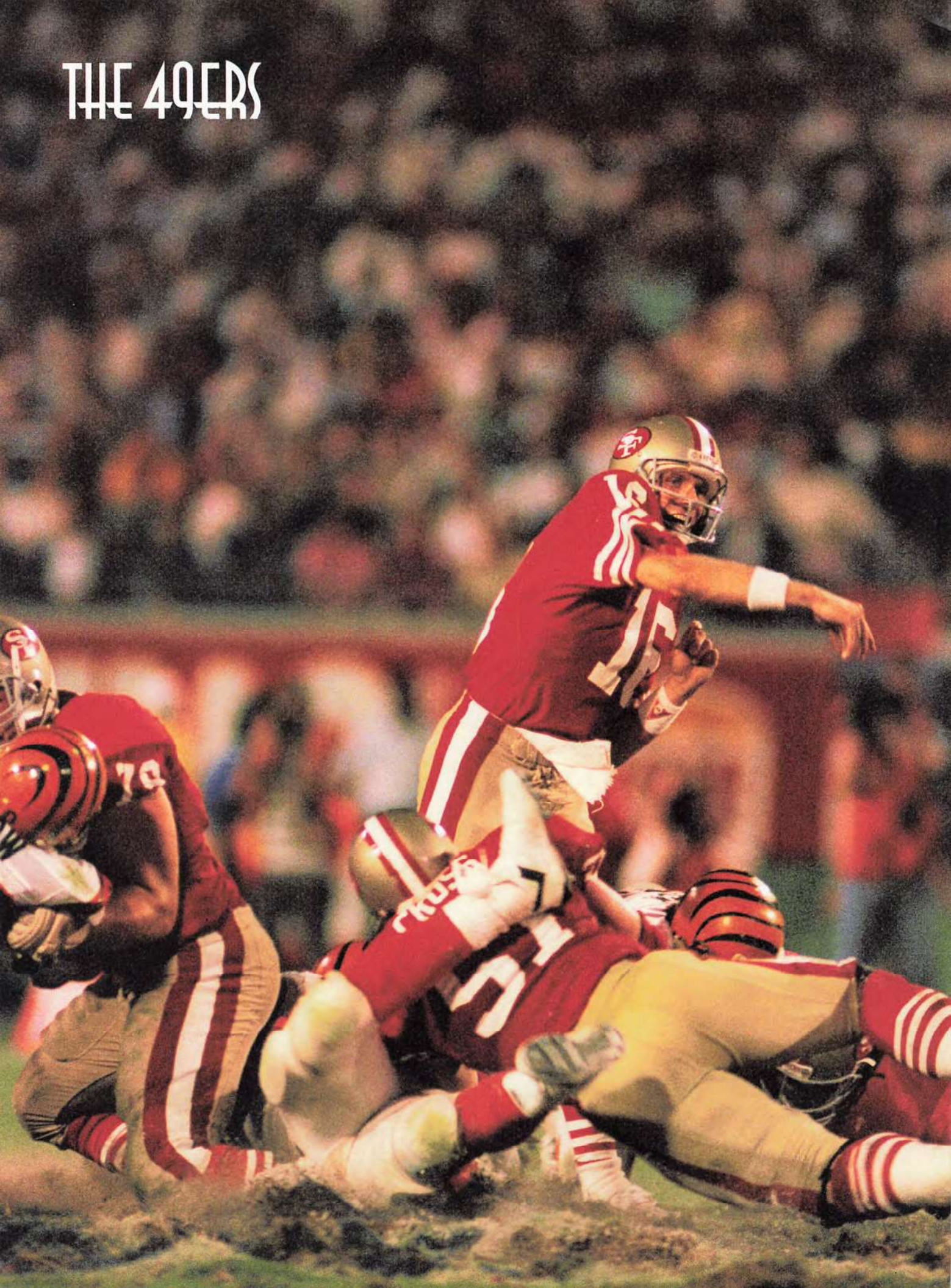


NATE FINE

THE REDSKINS

68
66

THE 49ERS



RICHARD MACKSON

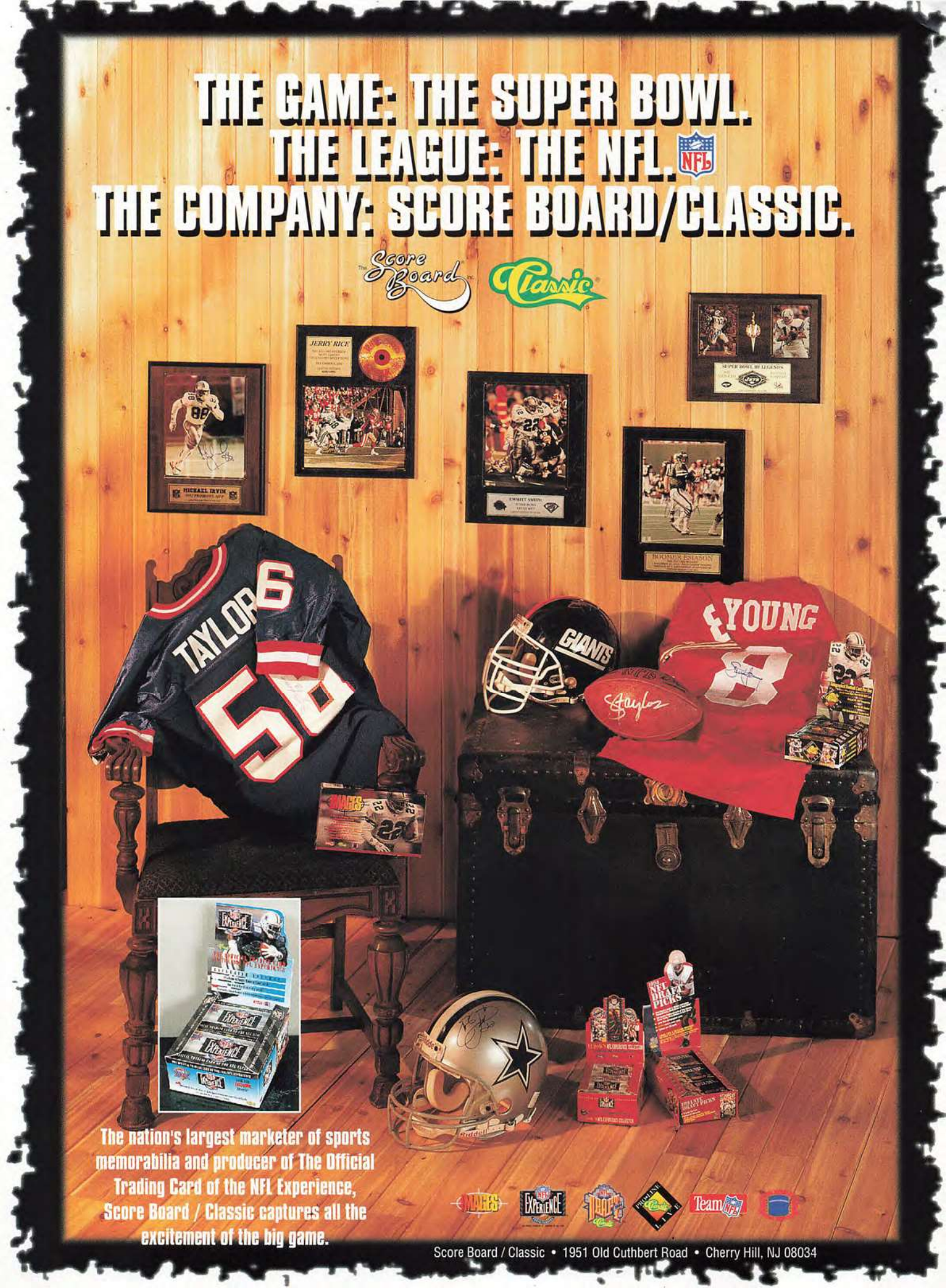
AL MESSERSCHMIDT

GREAT TEAMS

Although the Redskins and Raiders each won two Super Bowls in the eighties, the real team of the decade was San Francisco, which won four, three under Bill Walsh (XVI, XIX, and XXIII) and one under George Seifert (XXIV). The same quarterback, Joe Montana (left), won all four games for the 49ers, and, in fact, was the most valuable player in three of them. Montana's Super Bowl record is unparalleled—11 touchdown passes and no interceptions. Wide receiver Jerry Rice, however was the MVP of Super Bowl XXIII after catching 11 passes for 215 yards in a 20-16 victory over Cincinnati. A year later (above), Rice caught a Super Bowl-record 3 touchdown passes in a 55-10 rout of the Broncos.

THE GAME: THE SUPER BOWL.
THE LEAGUE: THE NFL.
THE COMPANY: SCORE BOARD/CLASSIC.

The Score Board Classic



The nation's largest marketer of sports memorabilia and producer of The Official Trading Card of the NFL Experience, Score Board / Classic captures all the excitement of the big game.

Score Board / Classic • 1951 Old Cuthbert Road • Cherry Hill, NJ 08034

SUPER BOWL SPOTLIGHT

DIAMONDS

Treasured Moments From 75 NFL Seasons

BY TOM BARNIDGE

Poring over 75 seasons of NFL lore is like gazing into a huge jeweler's case. The eyes can be forgiven for dancing wildly, the pulse for speeding up. So many precious stones, so little time.

But if big games, dramatic upsets, and breathtaking plays are the jewels that evoke longing gazes, they are not the only gems. There are other stories, large and small, gleaned from 75 seasons that help explain the nation's fascination for the NFL.

The quotes, anecdotes, and trivia that follow are all part of the pro football portrait—from tiny moments of curious irony to tales of great accomplishment.

How better to celebrate an anniversary than with some of the game's ultimate memories?

Hall of Fame linebacker Sam Huff might have given up on pro football, if it weren't for Vince Lombardi, a Hall of Fame coach.

UNLIKELY BEGINNINGS

A rookie linebacker at the Giants' 1956 training camp, who had been beaten soundly in daily scrimmages with veterans, grew so discouraged by his performance that he packed his belongings and slinked quietly out of camp. He likely would have given up the game if it hadn't been for a persuasive assistant coach, who tracked down the rookie and offered calming reassurance that a career was within his grasp.

The rookie was Sam Huff. The assistant coach was Vince Lombardi. Both are in the Pro Football Hall of Fame.

In the 1957 NFL Draft, Cleveland Browns coach Paul Brown hoped to use the sixth overall pick to land a "franchise" quarterback to succeed Otto Graham. He had his sights set on any of three college stars—Paul Hornung of Notre Dame, John Brodie of Stanford, or Len Dawson of Purdue. But when all three were chosen before Cleveland's turn arrived, Brown slammed his fist angrily into a table and voiced his bitter disappointment. He had to settle for the best of what was left: running back Jim Brown, who would lead the NFL in rushing in eight of the next nine seasons.

Because he knew that playing semipro football in the 1920s would endanger his college eligibility, John Victor McNally chose to play professionally under an alias. The inspiration for his pseudonym came when he passed a movie theater marquee in Minneapolis, where Rudolph Valentino was starring in *Blood and Sand*. Thus began the career of Johnny Blood, who is enshrined in the Pro Football Hall of Fame under that fictitious name.

SOUND BITES FROM 75 SEASONS

TOUGH GUYS

Steve Owen on Bronko Nagurski: *"He was the only one I ever saw who ran his own interference."*

•

Don Burroughs on Jim Brown: *"Every time I tackle him, I hear a dice game going on inside my mouth."*

•

Monte Clark on Larry Csonka: *"When he goes on a safari, the lions roll up their windows."*

•

Tim Wrightman on the 1985 Bears' defense: *"They're so tough that when they finish sacking the quarterback they go after his family in the stands."*

•

Dick Butkus on violence: *"I wouldn't ever set out to hurt anybody deliberately unless it was, you know, important—like a league game or something."*

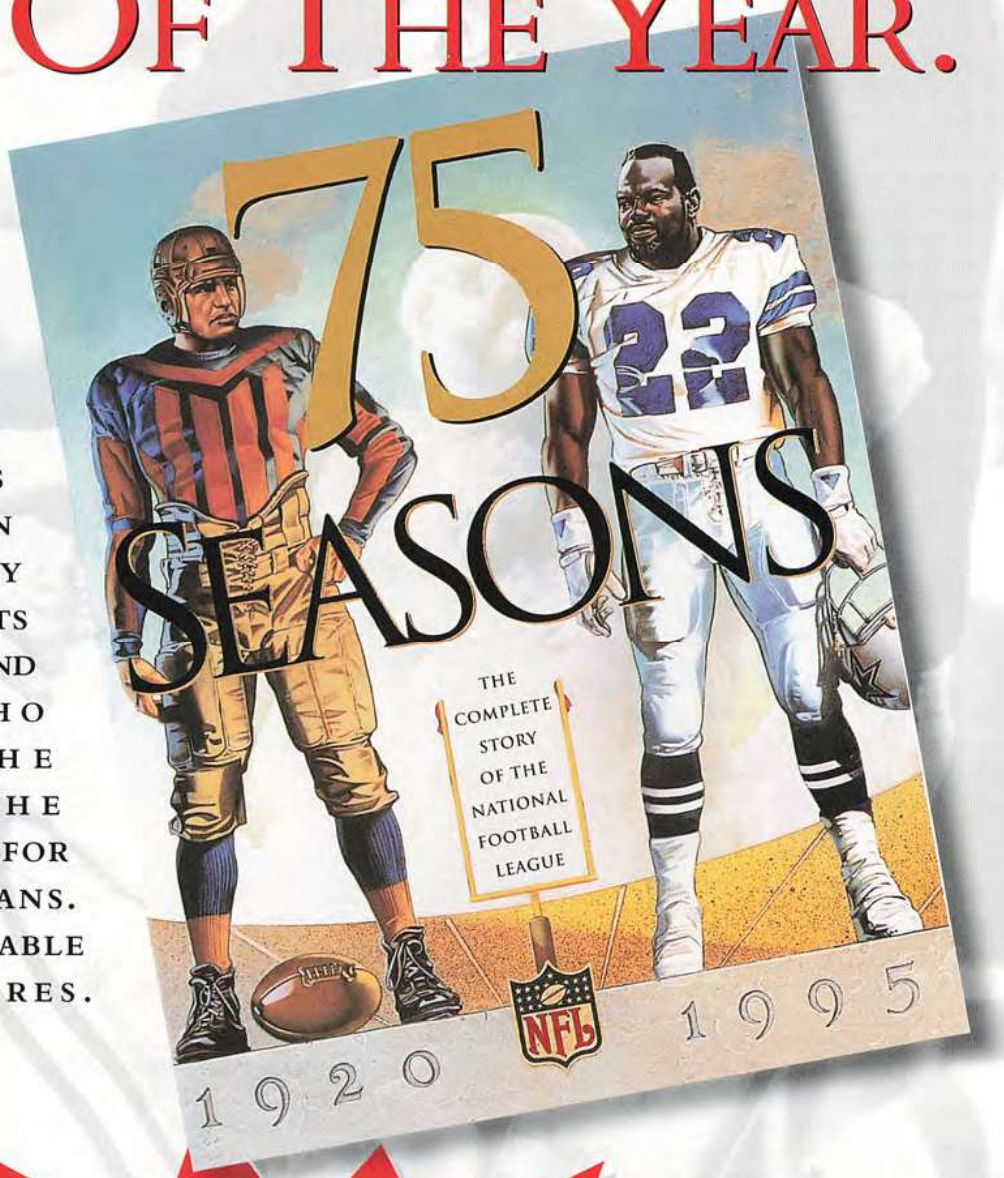
•

Alex Hawkins on Dick Butkus: *"When they gave him the game ball, he ate it."*

NATE FINE

THE SPORT OF OUR TIMES NOW IS THE BOOK OF THE YEAR.

THIS COMPLETE HISTORY OF THE NFL CAPTURES 75 YEARS OF GRIDIRON GLORY! ENJOY THE HIGHLIGHTS OF THE TEAMS AND PLAYERS WHO SHAPED THE LEAGUE. THE PERFECT GIFT FOR ALL SPORTS FANS. $39.95—AVAILABLE AT BOOKSTORES.



MORE THAN 200,000 COPIES SOLD!

In 1979, when third-year kicker Ray Wersching was converting extra points and field goals for the 49ers, a lightly regarded rookie backup quarterback served as his holder. Wersching went on to a fine career in San Francisco, scoring 979 points in 11 seasons, but it paled mightily in comparison to the holder, who emerged as a starter the next year. His name is Joe Montana, the only three-time Super Bowl MVP.

ROB BROWN

The lightly regarded quarterback who held for Ray Wersching turned out to be a Super Bowl hero.

Of the first 27 players chosen in the 1983 NFL draft, an unprecedented six were quarterbacks. Even with the benefit of hindsight, it comes as no surprise that Stanford All-America John Elway was selected first. What's surprising is that drafters chose four more quarterbacks—Todd Blackledge, Jim Kelly, Tony Eason, and Ken O'Brien—before the Miami Dolphins selected one who had been bypassed by 26 NFL teams. Perhaps you have heard of Dan Marino.

STRANGE TWISTS

Running back Dave Hampton of the Atlanta Falcons achieved a rare feat in 1972 when he made a 1,000-yard rushing season disappear. In the last game of the regular season, against the Kansas City Chiefs, he became the first rusher in club history to reach the landmark total—and he was awarded the ball as a keepsake. On his next carry, he lost 6 yards, reducing his total to 994. He had only one more carry—for 1 yard—and finished at 995.

What about the next season? In 1973, he totaled 997 yards.

NFL PHOTOS

With his team ahead 69-41 and seven seconds left, no one expected to see Charlie Gogolak.

NFL PHOTOS

Jim Marshall was as stunned as the 31,845 fans who watched when he carried a fumble 60 yards into his own end zone.

With only 7 seconds left and the Redskins leading the Giants by 28 points on November 27, 1966, fans at D.C. Stadium were more than a little surprised to see Washington kicker Charlie Gogolak enter the game. From 29 yards, he booted a field goal that made the final margin 72-41—and ended the highest-scoring game in NFL history. Redskins coach Otto Graham, whose team already had scored 10 touchdowns, claimed he wasn't running up the score—he was giving his kicker some practice. "He hadn't had a field-goal chance all day," Graham said.

The surging New York Jets had taken a 32-29 lead over the Raiders at Oakland-Alameda Coliseum in an important AFL game on November 17, 1968, when, with 65 seconds left, NBC-TV cut away for a commercial break. Next to appear on television screens was the opening scene from *Heidi*, a two-hour special that began promptly on schedule at 7 P.M. (EST). While hundreds of angry viewers flooded the NBC switchboard with calls, the football game took a dramatic turn. The Raiders scored twice, on a 43-yard touchdown pass and a fumble return on the next kickoff, to score a stunning—but untelevised—43-32 triumph.

As a crowd of 31,845 at Kezar Stadium watched in disbelief, and his Vikings teammates and coaches screamed for him to stop, defensive end Jim Marshall lumbered 60 yards with a Billy Kilmer fumble on October 25, 1964. The problem was that he ran in the wrong direction. "I thought they were cheering me on," he said of his animated colleagues. Once in the end zone, thinking he had scored a touchdown, Marshall tossed the ball out of play, and the 49ers were awarded two points for a safety. Much to Marshall's relief, the Vikings still won 27-22.

SUPERSTITIONS

No detail is too small to escape the attention of a head coach as meticulous as Bill Parcells. That extends even to his good-luck charms. During his years with the Giants, during which his teams won Super Bowls XXI and XXV, Parcells kept 10 miniature brass elephants facing the doors of his office. Their trunks were all face up, naturally. "To keep the luck from draining out," Parcells explained.

Former defensive back Willie Alexander, who played for the Houston Oilers from 1971-79, was famous for a ritual he practiced during the season. On Saturdays before home games, he would eat two eggs over easy, five slices of bacon, and four pieces of toast. After the team meeting at the hotel, he would order two beers and a piece of

HUMORISTS

John Ralston on his retirement from coaching: *"I left because of illness and fatigue: The fans were sick and tired of me."*

•

Bubba Smith on Don Shula: *"If a nuclear bomb ever dropped on this country, the only things I'm certain will survive are AstroTurf and Don Shula."*

•

Eugene (Big Daddy) Lipscomb on playing defense: *"I just wrap my arms around the whole backfield and peel 'em off one by one until I get to the ball carrier. Him, I keep."*

•

Bill Parcells on the Run-and-Shoot offense: *"If my quarterback runs, I'll shoot him."*

•

Paul Hornung on Vince Lombardi: *"One night, after a long, cold, difficult day, Lombardi came home late and tumbled into bed. 'God, your feet are cold,' said his wife Marie. And Lombardi answered, 'When we're alone, you can call me Vince.'"*

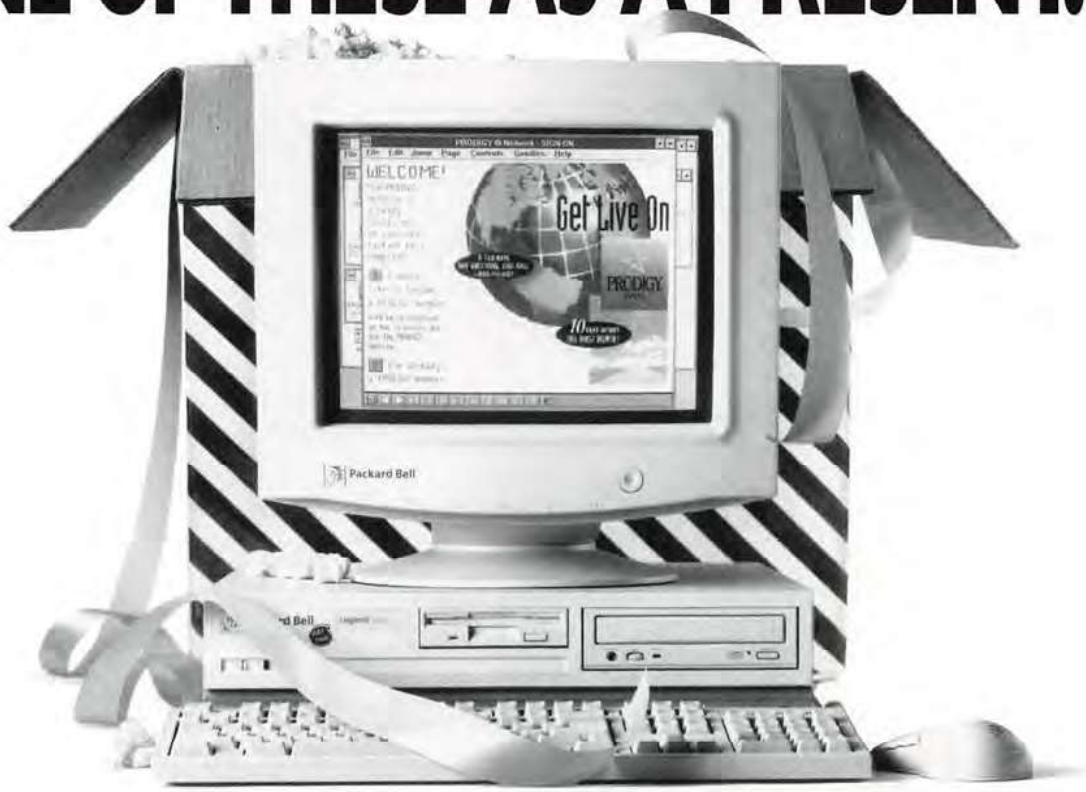
•

John McKay on the four-time Super Bowl champion Steelers: *"They have so many rings that maybe they'll retire and go into the jewelry business."*

•

Gary Burley on confronting Earl Campbell: *"It's like standing blindfolded in the middle of Interstate 75, dodging the cars and trying to tackle the biggest truck out there."*

A PRESENT FOR EVERYONE WHO JUST GOT ONE OF THESE AS A PRESENT.



10 FREE HOURS OF PRODIGY WITH EASIEST INTERNET ACCESS AND CHEAPEST HOURLY RATE

Hop on the Internet and send an E-Mail to Egypt or take a quick tour of the White House. PRODIGY's Web Browser* gives you simple point and click access to the Internet with no extra charges. And when you're off the Internet, you'll love all the things you'll find on PRODIGY and nowhere else.

So get online and see what everyone's talking about. After your 10 free hours, the monthly fee is only $9.95 for five hours. You may even have PRODIGY already installed on your computer. Just look for the PRODIGY icon on your computer screen or call us today at 1-800-PRODIGY. But call now, because the Internet's never been hotter, and nobody makes it easier than PRODIGY.

Call 1-800-PRODIGY, ext. 134 Today!

PRODIGY® Service

RING THE BELL on Archive.org

*PRODIGY Web Browser's rollout begins now and continues through 1995. 10 free hours must be used in the first month. Usage beyond this offer will result in extra fees. Some features may be charged for separately. Limited time offer subject to change. Credit card may be required. Phone charges may apply.

PRODIGY is a registered trademark and service mark of Prodigy Services Company. © 1994 Prodigy Services Company.

cheesecake, retire to his room, and take a shower. During pregame warmups, he would jog down the sideline and shake hands with the team's equipment manager. "It was ridiculous," he admitted later, "but I never quit doing it."

In 1991, when the Washington Redskins began the season with 11 victories, quarterback Mark Rypien wore the same 1984 Winter Olympics sweatshirt (unwashed) underneath his jersey for every game. He wore an old wristband for warmups and a new one for games. "And I touch the Redskins' insignia with both hands before I go onto the field," he said. The Redskins went on to win Super Bowl XXVI. Rypien was the game's MVP.

PAUL SPINELLI/NFL PHOTOS

Mark Rypien put superstition ahead of hygiene when he wore the same T-shirt for 11 straight games.

ENDURING RECORDS

George Halas was surpassed by Don Shula in 1993 as the winningest coach in NFL history, but he owns another record that seems out of reach: He managed to put 42 years between the first (1921) and last (1963) of his six league championships. One of the founders of the NFL, Halas served four separate 10-year coaching stints with the Chicago Bears before retiring for good in 1967. Included in his résumé was another accomplishment not likely to be outdone: a 73-0 victory over the Redskins for the 1940 NFL Championship—the most lopsided game in NFL history.

HY PESKIN FOR *SPORTS ILLUSTRATED*

When Johnny Unitas was at quarterback for Baltimore, there was certain to be a touchdown pass.

Norm Van Brocklin wasted no time warming up when the 1951 season began. In the opener, against the New York Yanks, the Rams quarterback passed for a record-setting 554 yards, with 27 completions in 41 attempts for 5 touchdowns. Only five quarterbacks since have thrown for more than 500 yards, with Warren Moon's 527 yards in 1990 against the Chiefs coming the closest to the record. A footnote: Van Brocklin wasn't even the Rams' full-time starter in 1951. He shared the job with Bob Waterfield, who won the league passing title that season.

Fans who attended a Baltimore Colts game in 1958, 1959, or 1960 could be certain of at least one thing: If Johnny Unitas was at quarterback, the Colts would score a touchdown by passing. In a record-setting 47 consecutive appearances—beginning with game 10 of the 1957 season and ending in game 11 of 1960—the Hall of Fame quarterback threw at least 1 touchdown pass in every game he played. (He missed two games in '58 because of injury.) He had 697 completions in 1,298 attempts during the streak, for 10,645 yards and 102 touchdowns. His favorite targets were wide receiver Raymond Berry (38 touchdowns), halfback Lenny Moore (27), and tight end Jim Mutscheller (25). Unitas, Berry, and Moore all are in the Hall of Fame.

It was wonder enough that kicker Tom Dempsey earned a spot on an NFL roster. He was born with half a right foot and a shriveled right arm. But the Saints placekicker etched his name into NFL lore on November 8, 1970, when he trotted onto the field to attempt a last-ditch field goal against the Lions. Outfitted in a special shoe that had been approved by the league, Dempsey connected from 63 yards—7 yards farther than the existing record. Twenty-five seasons later, that kick remains the only successful NFL field-goal attempt from more than 60 yards.

"When the streak was on," Lenny Moore says, "I didn't even know it was a streak. In the sixties, there wasn't a lot of emphasis on those things." For an NFL-record 18 consecutive games—from October 27, 1963, through September 19, 1965—the Colts' Hall of Fame halfback managed to scored at least 1 touchdown. His 24 touchdowns during that span included 19 running plays and 4 receptions, but the most memorable of all was a fum-

OTTO COLLIER

Tom Dempsey earned a place in history when he connected from 63 yards.

PHILOSOPHERS

Hank Stram on coaching: *"I knew I was getting into a high-risk, high-profile profession, so I adopted a philosophy I've never wavered from: Yesterday is a canceled check, today is cash on the line, and tomorrow is a promissory note."*

•

Sam Rutigliano on last-minute defeats: *"It's like having heart attacks. You can survive them, but there's always scar tissue."*

•

Joe Namath on long hair: *"The only perfect man who ever lived had a beard and long hair and didn't wear shoes and slept in barns and didn't hold a regular job and never put on a tie. I'm not comparing myself to Him—I'm in enough trouble trying to stack up against Bart Starr—but I'm just saying that you don't judge a man by his hair."*

•

Frank Gifford on pro football: *"It's like nuclear warfare. There are no winners, only survivors."*

•

Alex Karras on competition: *"Football is a contest in embarrassments. The quarterback is out there to embarrass me in front of my friends, my teammates, my coaches, my wife, and my three boys. The quarterback doesn't leave me any choice. I've got to embarrass him instead."*

•

Eddie Lewis on pass defense: *"Playing cornerback is like being on an island. People can see you but they can't help you."*

PRAGMATISTS

Harold (Red) Grange on turning pro: *"I'm going into professional football to make money out of it. I see nothing wrong in that. It's the same as playing professional baseball, it seems to me. I have to get the money now because people will forget all about me in a few years."*

•

Doug Atkins on training camp: *"Training camp is tough, and there's some pain. But it's a good life. It's better than working."*

•

Mike Ditka on his reputation: *"I'm not mean at all. I just try to protect myself. And you'll see I don't ever pick on anybody who has a number above thirty."*

•

Greg Pruitt on returning punts: *"It's like embalming. Nobody likes it, but someone has to do it."*

•

Steve Owen on the essence of football: *"It was invented by a mean son of a bitch, and that's the way the game's supposed to be played."*

•

Chuck Foreman on pregame jitters: *"I'm cool as can be on the outside, but on the inside it's like a thousand little kids jumping up and down on Christmas morning."*

•

Vince Lombardi on the measure of a good coach: *"The coaches who can outline plays on a blackboard are a dime a dozen. The ones who win get inside their players and motivate them."*

ble recovery that extended the streak through game 16. With time running out against the Detroit Lions on December 6, 1964, Moore had failed to score. But receiver Jimmy Orr caught a pass from Johnny Unitas and fumbled into the end zone. At the end of a frantic scramble, beneath a pile of players, Lenny Moore hugged the football to his chest.

CRAZY BOUNCES

With 22 seconds left in a 1972 AFC Divisional Playoff Game, the Pittsburgh Steelers confronted a seemingly hopeless situation. They faced fourth-and-10 from their own 40-yard line and trailed the Raiders 7-6. Then Terry Bradshaw unleashed a pass that traveled straight into NFL history. Intended for Frenchy Fuqua, the ball deflected crazily backward as defender Jack Tatum collided with the receiver. The ball fluttered into the path of surprised Steelers running back Franco Harris, who plucked it out of the air just above his shoe tops and raced 60 yards for the winning touchdown. "I'll never forget the look on Tatum's face," Fuqua said. "It was like slow-motion; he was smiling and celebrating and then the smile slowly melted into anger."

THANE MCINTOSH

THANE MCINTOSH

The Raiders found an enterprising way to score when they fumbled the football into the end zone. Dave Casper (above) admitted that he "helped the ball along."

The Oakland Raiders managed to "fumble" their way to victory when they defeated the San Diego Chargers on September 10, 1978. The decisive play, which inspired a major rules change, unfolded like this: Trailing 20-14 in the waning seconds and surrounded by pass rushers on a last-gasp play, quarterback Ken Stabler fumbled the football forward from the Chargers' 24-yard line. Teammate Pete Banaszak swiped at the ball and knocked it farther downfield. Tight end Dave Casper supplied the finishing touches ("Sure, I helped the ball along") and fell on it in the end zone for a game-tying touchdown. The extra-point

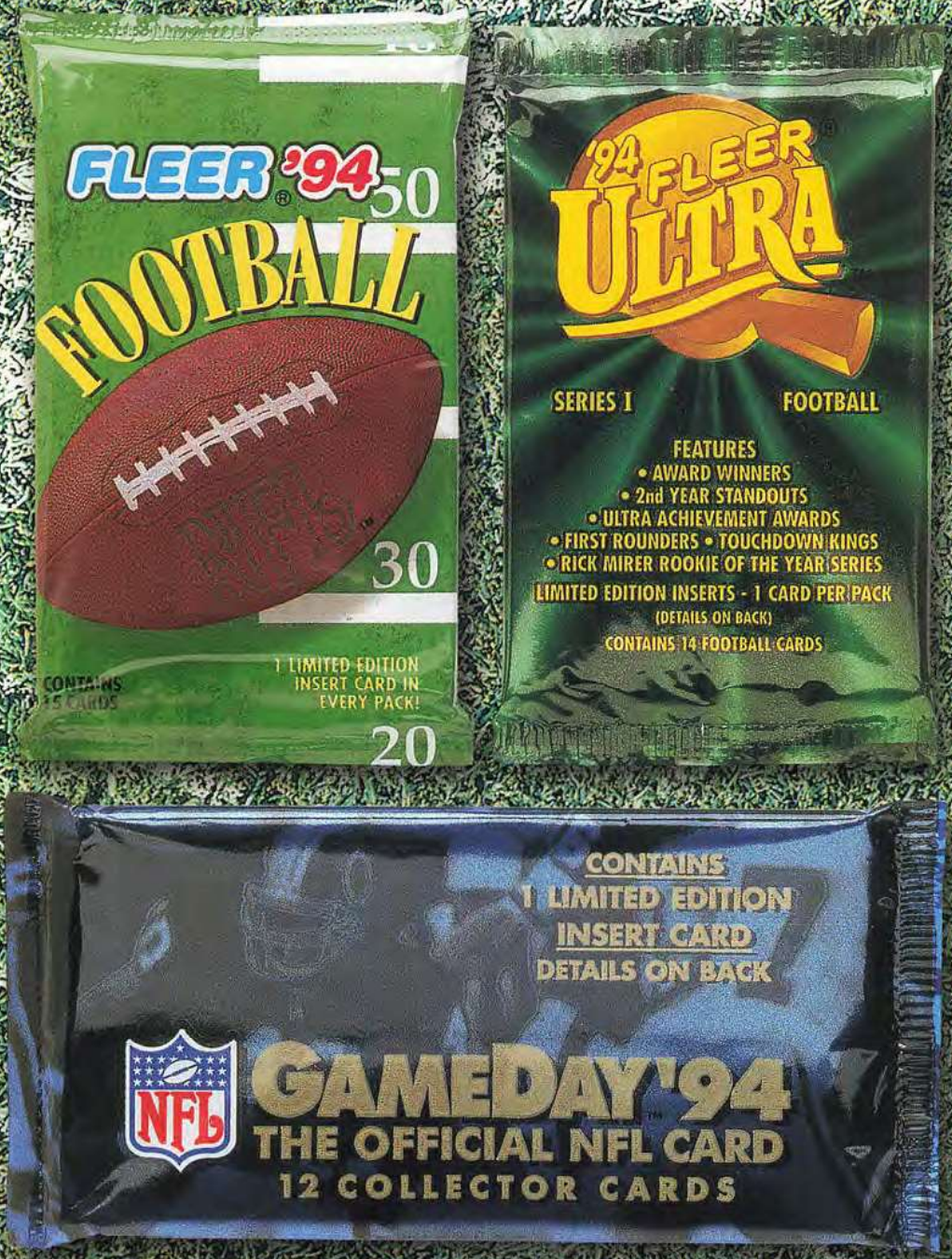
FORMER FRANCHISES

Only two of the NFL's 30 franchises—the Chicago Bears and Arizona (née Chicago) Cardinals—were among the 14 members of the league when it kicked off in 1920 as the American Professional Football Association.

The clubs that have fallen by the wayside through the years number 49, including many with colorful nicknames from unlikely cities (years of operation in parenthesis):

Akron Pros/Indians (1920-26)
Baltimore Colts (1950)
Boston Yanks (1944-48)
Brooklyn Dodgers (1930-1944)
Brooklyn Lions (1926)
Buffalo All-Americans/Bisons/Rangers (1920-27, 1929)
Canton Bulldogs (1920-23, 1925-26)
Chicago Tigers (1920)
Cincinnati Celts (1921)
Cincinnati Reds (1933-34)
Cleveland Indians/Bulldogs (1923-25, 1927)
Cleveland Indians (1931)
Cleveland Tigers/Indians (1920-21)
Columbus Panhandles/Tigers (1920-26)
Dallas Texans (1952)
Dayton Triangles (1920-29)
Detroit Heralds (1920)
Detroit Panthers (1921, 1925-26)
Detroit Wolverines (1928)
Duluth Kelleys/Eskimos (1923-27)
Evansville Crimson Giants (1921-22)
Frankford Yellow Jackets (1924-1931)
Hammond Pros (1920-26)
Hartford Blues (1926)
Kansas City Blues/Cowboys (1924-26)
Kenosha Maroons (1924)
Los Angeles Buccaneers (1926)
Louisville Brecks (1921-23)
Louisville Colonels (1926)
Milwaukee Badgers (1922-26)
Minneapolis Marines/Red Jackets (1921-24, 1929-1930)
Muncie Flyers (1920-21)
New York Bulldogs/Yanks (1949-1951)
New York Giants (1921)
New York Yankees (1927-28)
Oorang Indians (1922-23)
Orange/Newark Tornadoes (1929-1930)
Pottsville Maroons/Boston Bulldogs (1925-29)
Providence Steam Roller (1925-1931)
Racine Legion (1922-24)
Racine Tornadoes (1926)
Rochester Jeffersons (1920-25)
Rock Island Independents (1920-25)
St. Louis All-Stars (1923)
St. Louis Gunners (1934)
Staten Island Stapletons (1929-1932)
Toledo Maroons (1922-23)
Tonawanda Kardex (1921)
Washington Senators (1921)

RINGTHEBELL.cz on Archive.org



FLEER triple coverage

GAMEDAY '94 THE OFFICIAL NFL CARD

FLEER ULTRA BETTER THAN EVER

FLEER A Game In Every Pack.

Nobody covers the superstars of the NFL the way Fleer does. With the ever-popular Fleer® Football cards. The dazzling premium quality of Fleer Ultra™ Football. And the supersized "in your face" impact of NFL GameDay™ cards. That's triple coverage—from the leader in sports trading cards: Fleer.

© 1995 FLEER CORP. MT. LAUREL, NJ 08054 LICENSED BY THE NFL QUARTERBACK CLUB.

Team NFL

DEEP THINKERS

Jack Kemp on football and politics: *"In football, the enemy had numbers on and were out in front where you could see them. That's not always the case in politics."*

•

Ernie Green on teamwork: *"The most thrilling thing in football is for the team to execute a play perfectly. The coaches design it and we practice it for hours. But in the game so many things can happen that it almost never works out right. So when that time comes and all eleven men do their job just right, it's a beautiful moment."*

•

Jim Tunney on fans: *"My definition of a fan is the kind of guy who will scream at you from the sixtieth row of the bleachers because he thinks you missed a marginal holding call in the center of the interior line, and then after the game won't be able to find his car in the parking lot."*

•

Bud Grant on coaching: *"A good coach needs a patient wife, loyal dog, and a great quarterback—not necessarily in that order."*

•

Bob Golic on nose tackles: *"If you're mad at your kid, you can either raise him to be a nose tackle or send him out to play on the freeway. It's the same thing."*

•

Joe Carr, circa 1925, on the NFL: *"I don't want to sound visionary, but the day is coming when professional football is going to be as important as big league baseball."*

made the Raiders 21-20 winners.

If it wasn't for bad luck, the Washington Redskins wouldn't have had any luck at all in their 1945 NFL Championship Game against the Rams at Cleveland. In the first quarter of a scoreless game. Redskins quarterback Sammy Baugh saw receiver Wayne Millner running free downfield and threw a pass from his own end zone. But a stiff breeze caught the ball, slapped it into the goal post, and deflected it back into the end zone. Under the rules of the day, that constituted a safety—and 2 points for Cleveland. Later in the game, after the Rams had scored on a 37-yard pass from Bob Waterfield to Jim Benton, Waterfield attempted the extra point. The kick wobbled weakly, hit the crossbar, and teetered before falling through for the conversion. By the margin of those plays, Washington lost 15-14.

FAMOUS 75S

During the NFL's first 75 seasons, fans have had a chance to watch a number of talented players perform inside jersey number 75. These are among some of the better known (Hall of Fame members indicated by asterisk; Super Bowl appearances noted parenthetically):

Howard Ballard, T, Buffalo (XXV-XXVIII)-Seattle
Tony Casillas, DT, Atlanta-Dallas (XXVII, XXVIII)
Manny Fernandez, DT, Miami (VI-VIII)
***Joe Greene**, DT, Pittsburgh (IX, X, XIII, XIV)
***Forrest Gregg**, T, Green Bay (I, II)-Dallas
***David (Deacon) Jones**, DE, L.A. Rams-San Diego-Washington
Rulon Jones, DT, Denver (XXI, XXII, XXIV)
Howie Long, DT-DE, Oakland-L.A. Raiders (XVIII)
Jerry Mays, DE, Dallas Texans-Kansas City (I, IV)

FANTASTIC FINISHES

There were 32 ticks left on the clock, and the Cowboys trailed Minnesota 14-10 when quarterback Roger Staubach brought the Cowboys to the line of scrimmage at midfield in a 1975 NFC Divisional Playoff Game. "Our only hope," said Cowboys coach Tom Landry, "was to throw and hope for a miracle." Wide receiver Drew Pearson streaked down the right sideline as Staubach launched a bomb. The pass was underthrown, but Pearson adjusted and somehow cradled the ball between his left hand and his hip before dancing around a defender and into the end zone for the game-winning touchdown. Asked to describe the pass, Staubach called it a "Hail Mary." He explained: "You throw it up and pray that he catches it." The victory helped give Dallas a berth in Super Bowl X.

In the 1981 NFC Championship Game that marked the coming-out party for Joe Montana, the 49ers and Cowboys acted as if holding on to a lead was like squeezing an electric eel. The lead had been exchanged five times when the 49ers took possession with less than five minutes to play. They then mounted an 89-yard drive that ended with one of the most famous catches in NFL history.

On third-and-goal from the Dallas 6, Montana eluded a fierce Dallas rush to find receiver Dwight Clark running across the back of the end zone. Fully extended and at the top of his leap, the 6-foot 4-inch Clark barely caught the pass for the touchdown that sent the 49ers into their first Super Bowl. "I thought it was too high," Clark said. "I don't jump that well."

The temperature was 13-below, and the wind-chill was minus-35 when the Packers and Cowboys met at Green Bay's Lambeau Field for the 1967 NFL championship. After jumping to a 14-0 lead on the strength of 2 touchdown passes from Bart Starr to Boyd Dowler, the Packers had watched their advantage erode. When Dallas's Dan Reeves (yes, *that* Dan Reeves) connected with Lance Rentzel for a 50-yard touchdown on a halfback-option pass, the Packers trailed 17-14. With their fingers numb and their breath frozen, they took possession at their own 32 with 4:50 left to play. A patient mix of running plays and short passes resulted in a first down at the Cowboys' 1-yard line, but back-to-back running plays gained barely a foot. Facing third-and-goal with 16 seconds left, the Packers called their last time out. A field goal would have tied the game. "I can sneak the ball in," Starr told coach Vince Lombardi. "Then do it, and let's get the hell out of here," Lombardi said. On a quick count, behind the blocking of guard Jerry Kramer and center Ken Bowman, Starr delivered as promised. Lombardi explained his decision: "I wanted the touchdown, so everyone could go home and get warm. I am a man of compassion, you know."

Bart Starr (15) had to take matters into his own hands to put away the Cowboys.

VERNON BIEVER

HOLIDAY INN
PRIORITY CLUB® OFFERS

MORE AWARDS

THAN ANY OTHER FREQUENT
TRAVELLER PROGRAM.

MORE MILES, MORE MERCHANDISE, AND MORE VACATIONS.

Discover just how rewarding travel can be when you stay at Holiday Inn® hotels worldwide. Because if you're a member of the Priority Club® program you can choose from a variety of awards. Get miles with eleven leading airlines, whether you fly or drive. Select exciting merchandise your whole family can enjoy. Or take fun-filled vacations in cities and resorts around the world. As a Priority Club member, you can choose one point or up to five miles for every room dollar you spend.* With more than 1,900 hotels around the world, your points or miles will add up quickly. So come to Holiday Inn where you'll get a warm welcome, friendly service and much, much more.

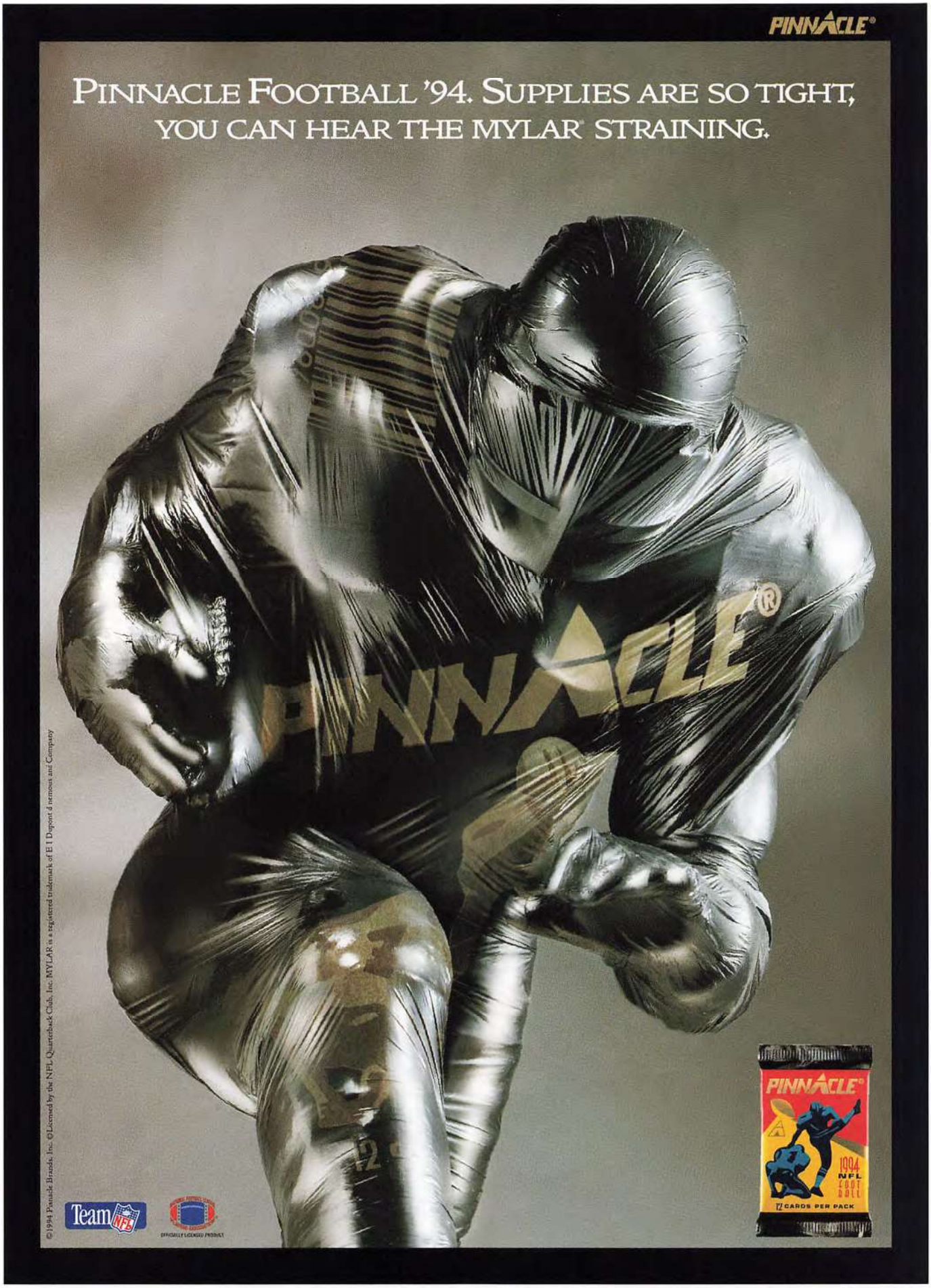
Collect miles with:
American Airlines®, Delta Air Lines, Northwest Airlines, United Airlines, Ansett Australia, Asiana Airlines, KLM, Lufthansa German Airlines, Qantas Australia, Sabena Belgian World Airlines, Thai Airways International.

Holiday Inn
PRIORITY CLUB
WORLDWIDE

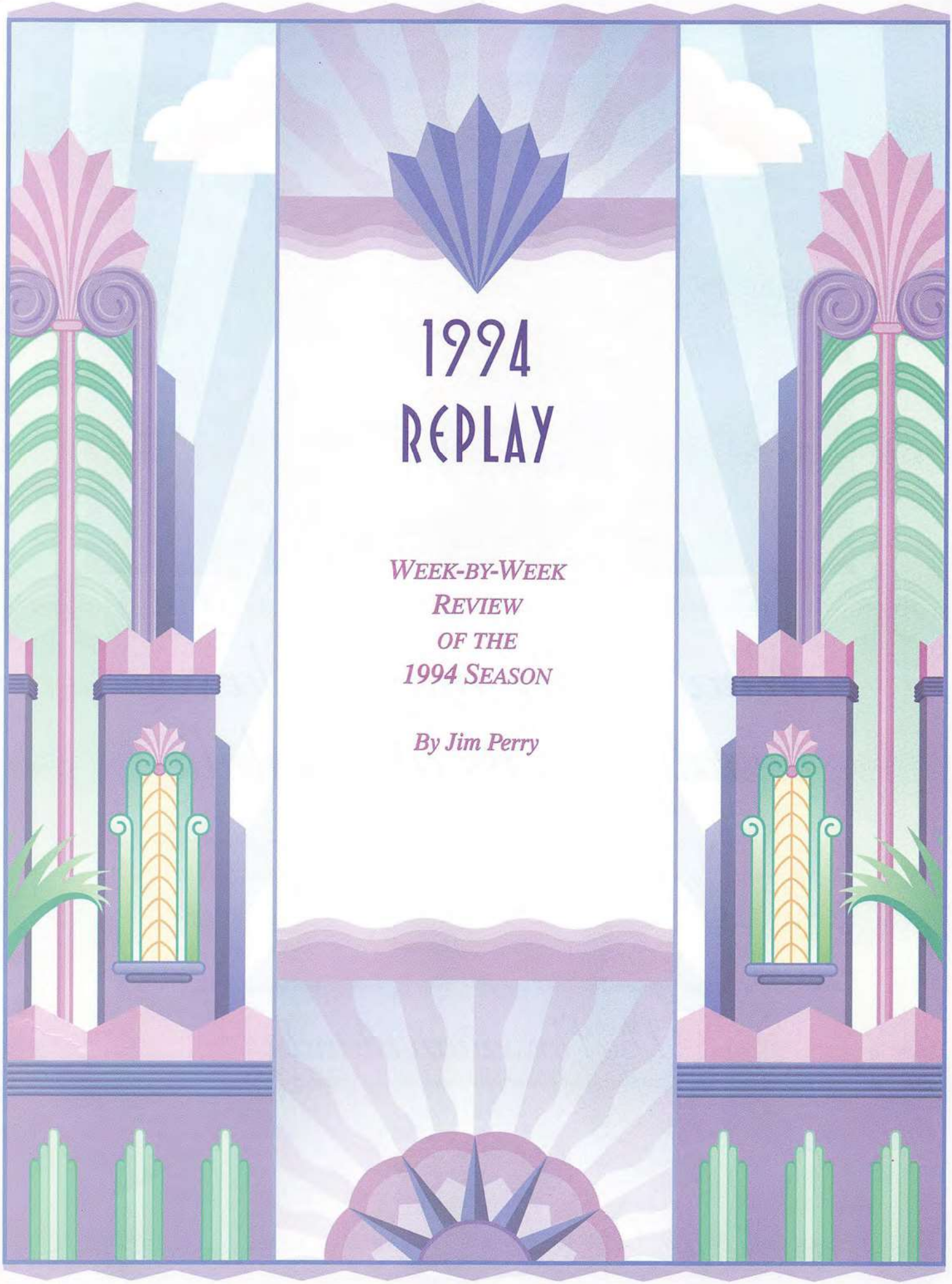
FOR RESERVATIONS, CALL 1-800-HOLIDAY OR YOUR TRAVEL AGENT.

*For details and program terms call 1-800-272-9273 or visit any Holiday Inn® hotel. For each U.S. dollar spent on qualifying room rates you may collect 1 Priority Club point or 2.5 miles with American, Northwest, United, or through 4/95 earn 5 miles with Delta. Ansett, Asiana, KLM, Lufthansa, Qantas, Sabena and Thai program earnings vary by airline. Holiday Inn Express® stays earn 65 miles or 25 Priority Club points per qualifying night. Delta Air Lines Frequent Flyer members earn 130 miles with Holiday Inn Express stays through 4/95.

© 1995, Holiday Inns, Inc. All rights reserved.


PINNACLE®
PINNACLE FOOTBALL '94. SUPPLIES ARE SO TIGHT, YOU CAN HEAR THE MYLAR® STRAINING.
PINNACLE®
PINNACLE®
1994 NFL FOOTBALL
12 CARDS PER PACK
Team NFL
OFFICIALLY LICENSED PRODUCT
©1994 Pinnacle Brands, Inc. ©Licensed by the NFL Quarterback Club, Inc. MYLAR is a registered trademark of E I Dupont d nemous and Company

Guaranteed Scarce.™ Premium. With those sweet Team Pinnacle® and Trophy Collection Dufex® chase cards. Your chance to get them happens October 3. Don't drop the ball.



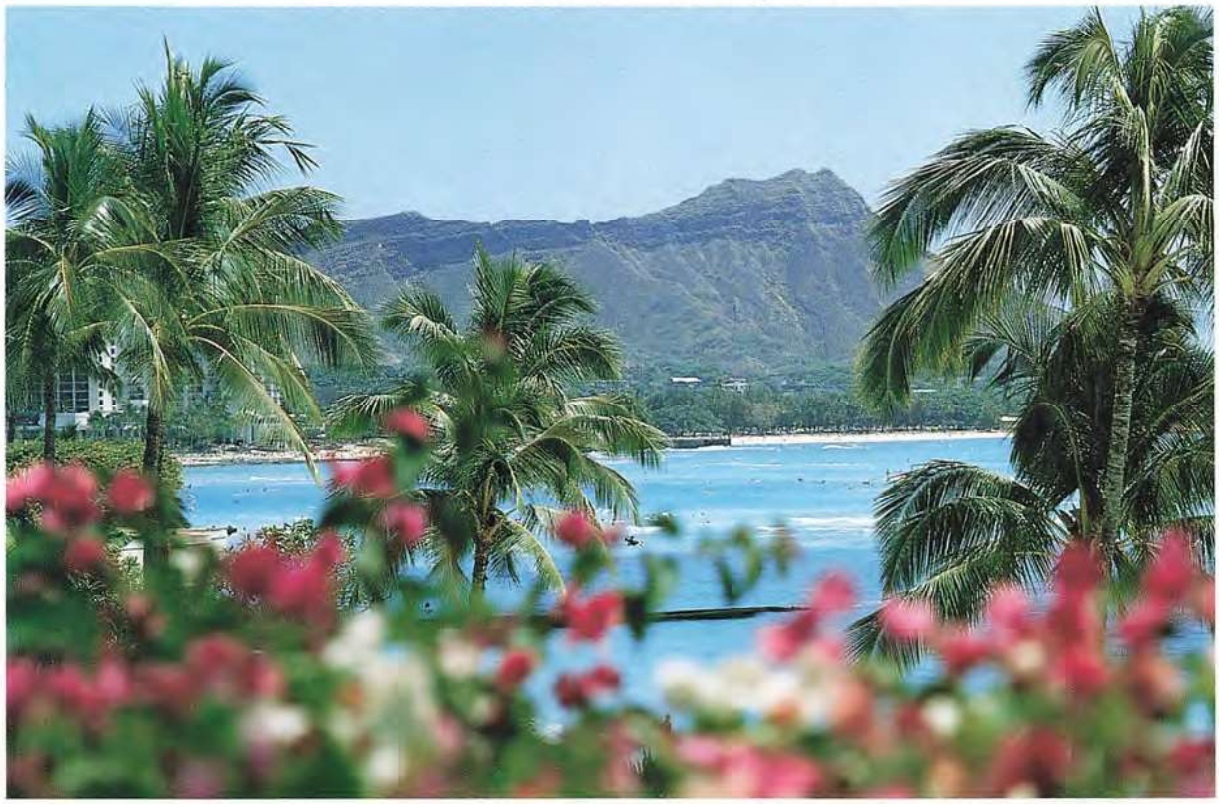
1994 REPLAY

WEEK-BY-WEEK REVIEW OF THE 1994 SEASON

By Jim Perry

SHAN OGDEMLI

DIAMOND HEAD, ISLAND of OAHU



What really makes Hawaii beautiful is its affordability.

There's a place you've always dreamt of going. Where the heavens are brighter than you may see them anywhere else on earth. Where the air is fragrant with pikake and ginger, and soft as a plumeria petal to the touch. Where rainbows are as radiant and plentiful as smiles. And a wide variety of travel packages are available to suit every budget. Call the Hawaii Visitors Bureau at 1-800-GO-HAWAII and we'll send you a free travel planner that describes us in more detail (and, need we say, quite beautifully).

The Hawaiian Islands

The Most Beautiful Islands In The World.™

©1994 State of Hawaii, DBEDT / Hawaii Visitors Bureau

SEPTEMBER 4

Living Legend—George Seifert had no doubt about it, and the 49ers' coach had plenty of agreement...from coast to coast.

"I think the man obviously is the greatest wide receiver to play the game," Seifert said.

"The man" is wide receiver Jerry Rice, who dazzled a nationwide television audience by scoring 3 touchdowns to lead the 49ers to a 44-14 Monday night victory over the Raiders.

As the NFL kicked off its seventy-fifth season, Rice celebrated by raising his career touchdown total to a record-setting 127. Hall of Fame running back Jim Brown, who scored 126 touchdowns in nine seasons with the Cleveland Browns, had held the record since his retirement in 1965.

Rice scored on 69- and 38-yard passes from Steve Young, and raced 23 yards on a reverse for another touchdown. On his 38-yard catch, which broke the record with 4:05 left in the game, he outjumped cornerback Albert Lewis and safety Eddie Anderson for the ball.

"Getting this record at home, in front of everybody here, means a lot to me," Rice said. "I'd like to give a game ball to every one of [our fans]."

Young had a big night, too, firing 4 touchdown passes, including 15- and 8-yard shots to tight end Brent Jones. He passed for 308 yards and ran for 51 more on 5 carries.

Boom!—In the offseason, the NFL made several rules changes designed to boost scoring. In week 1, they worked—and how!

On opening day, 78 touchdowns were scored, 15 more than on opening day in 1993. The 28 teams surpassed their 1993 point total 652-587.

Air Marino—The wildest games were played in Miami and Denver.

In Miami, Dan Marino, in his first regular-season game since suffering a ruptured Achilles tendon on October 10, 1993, passed for 473 yards and 5 touchdowns to rally the Dolphins past the Patriots 39-35.

Irving Fryar caught 5 of Marino's passes for 211 yards, including touchdown strikes of 54, 50, and 35 yards. The last of those decided the game on a fourth-and-4 play with 3:19 left.

The Patriots, who led most of the game, got 421 passing yards and 4 touchdowns from NFL sophomore Drew Bledsoe. Tight end Ben Coates had 16- and 63-yard scoring catches.

Colts rookie Marshall Faulk scored 3 touchdowns.

JOE ROBBINS

Broncos Busted—In Denver, the Broncos stormed to a 24-6 lead over the Chargers... but ultimately lost 37-34.

San Diego's Stan Humphries passed for 3 touchdowns, and Natrone Means rushed for 96 yards, including the 1-yard touchdown run that won the game.

Big Little Giant

The Giants upended the Eagles 28-23, and all little David Meggett did was (1) set up a touchdown with a recovered fumble, (2) return a punt 68 yards for another score, and (3) run 26 yards for a third.

Two shocking plays prevented Denver from winning.

On the last play of the first half, safety Stanley Richard intercepted John Elway and raced 99 yards for a touchdown that killed a Broncos' threat and gave San Diego a 27-24 halftime lead.

Then, with 35 seconds left in the game, Denver was on the Chargers' 3-yard line when Elway, who passed for 371 yards and 3 touchdowns, rolled out to pass. Incredibly, the ball slipped out of his hand and was caught by San Diego linebacker Junior Seau on the 8.

"I had Anthony Miller wide open in the end zone," Elway moaned. "I just lost it. I couldn't believe he [Seau] caught it."

Quick Starts—Two new coaches won their first games in impressive fashion.

In Pittsburgh, Barry Switzer's Dallas Cowboys sacked Neil O'Donnell 9 times, outgained the Steelers 442-126, and rolled to a 26-9 victory.

Emmitt Smith rushed for 171 yards and a touchdown, rookie Chris Boniol kicked 4 field goals, and defensive ends Charles Haley (4) and Jim Jeffcoat (3) combined for 7 of Dallas's 9 sacks.

At Buffalo, Pete Carroll's inspired Jets stunned the Bills 23-3. The Jets had lost 12 of their last 13 meetings with the four-time AFC champions.

Trailing 3-0, Carroll went for a touchdown on fourth-and-goal from the Bills' 1 on the first play of the second quarter—and Richie Anderson scored. New York, which controlled the ball more than 37 minutes, never looked back.

Colts' Marshall Plan—In 1993, the Colts scored only 2 touchdowns in their last seven games. On Opening Day 1994, they scored 4 (and a club-record-tying 28 points) in the second quarter.

With Marshall Faulk dashing for 143 yards and 3 touchdowns in his NFL debut, Indianapolis jumped to a 42-0 lead and pounded Houston 45-21.

"We're not going to lie down and roll over for anyone," Faulk said.

New players scored and passed for all 6 of the Colts' touchdowns. Jim Harbaugh threw 2 touchdown passes to Floyd Turner, and linebacker Tony Bennett scored on a club-record 75-yard fumble return.

Happy Returns—In a 28-20 victory over the Bengals, the Browns became the first NFL team since 1977 to return both a punt and kickoff for touchdowns in the same game.

Early in the second quarter, Randy Baldwin scored on an 85-yard kickoff return. Less than three minutes later, Eric Metcalf returned a punt a club-record 92 yards for another score.

STANDINGS

AFC East	W	L	T	NFC East	W	L	T
Indianapolis	1	0	0	Dallas	1	0	0
Miami	1	0	0	N.Y. Giants	1	0	0
N.Y. Jets	1	0	0	Arizona	0	1	0
Buffalo	0	1	0	Philadelphia	0	1	0
New England	0	1	0	Washington	0	1	0
AFC Central				**NFC Central**			
Cleveland	1	0	0	Chicago	1	0	0
Cincinnati	0	1	0	Detroit	1	0	0
Houston	0	1	0	Green Bay	1	0	0
Pittsburgh	0	1	0	Minnesota	0	1	0
AFC West				Tampa Bay	0	1	0
Kansas City	1	0	0	**NFC West**			
San Diego	1	0	0	L.A. Rams	1	0	0
Seattle	1	0	0	San Francisco	1	0	0
Denver	0	1	0	Atlanta	0	1	0
L.A. Raiders	0	1	0	New Orleans	0	1	0

SCORES

AFC
Cleveland 28, Cincinnati 20
Indianapolis 45, Houston 21
Miami 39, New England 35
N.Y. Jets 23, Buffalo 3
San Diego 37, Denver 34

NFC
Chicago 21, Tampa Bay 9
Detroit 31, Atlanta 28 (OT)
Green Bay 16, Minnesota 10
L.A. Rams 14, Arizona 12
N.Y. Giants 28, Philadelphia 23

Interconference
Dallas 26, Pittsburgh 9
Kansas City 30, New Orleans 17
San Francisco 44, L.A. Raiders 14
Seattle 28, Washington 7

SEPTEMBER 11

STANDINGS

AFC East	W	L	T
Miami	2	0	0
N.Y. Jets	2	0	0
Buffalo	1	1	0
Indianapolis	1	1	0
New England	0	2	0
AFC Central			
Cleveland	1	1	0
Pittsburgh	1	1	0
Cincinnati	0	2	0
Houston	0	2	0
AFC West			
Kansas City	2	0	0
San Diego	2	0	0
Seattle	2	0	0
Denver	0	2	0
L.A. Raiders	0	2	0

NFC East	W	L	T
Dallas	2	0	0
N.Y. Giants	2	0	0
Philadelphia	1	1	0
Washington	1	1	0
Arizona	0	2	0
NFC Central			
Chicago	1	1	0
Detroit	1	1	0
Green Bay	1	1	0
Minnesota	1	1	0
Tampa Bay	1	1	0
NFC West			
Atlanta	1	1	0
L.A. Rams	1	1	0
San Francisco	1	1	0
New Orleans	0	2	0

SCORES

AFC
Bufffalo 38, New England 35
Pittsburgh 17, Cleveland 10
N.Y. Jets 25, Denver 22 (OT)
San Diego 27, Cincinnati 10
Seattle 38, L.A. Raiders 9
NFC
Atlanta 31, L.A. Rams 13
Minnesota 10, Detroit 3
N.Y. Giants 20, Arizona 17
Philadelphia 30, Chicago 22
Washington 38, New Orleans 24
Interconference
Dallas 20, Houston 17
Kansas City 24, San Francisco 17
Miami 24, Green Bay 14
Tampa Bay 24, Indianapolis 10

Montana's the Won—He had been traded by San Francisco more than a year earlier, but it remained a strange sight. Joe Montana throwing passes *against* the 49ers.

Montana led the 49ers to four Super Bowl victories in the 1980s before going to Kansas City in the spring of 1993. Now, in his first matchup against his old team and Steve Young, his former understudy, Montana led the Chiefs to a stirring 24-17 victory at Arrowhead Stadium.

"In a lot of ways," said Young, the NFL passing leader the last three years, "the master had some more to teach the student."

"It has a special meaning because it was my old team," Montana said of the victory. "But there is no feeling of vindication or anything."

In beating the 49ers, the 38-year-old Montana threw 2 touchdown passes—a 1-yard flip to backup center Joe Valerio, who was lined up at tight end, and an 8-yard toss to tight end Keith Cash.

Meanwhile, Kansas City's defenders, working against a 49ers' line that was depleted by injuries, sacked Young 4 times (3 by linebacker Derrick Thomas) and forced 4 turnovers. One of Thomas's sacks of Young was for a safety.

Unbeaten Roll Call—After two weeks, there were only seven unbeaten teams left in the NFL, five of them, including the Chiefs, in the AFC. Also 2-0 were Miami and three early surprises: Seattle, San Diego, and the New York Jets. In the NFC, Dallas and the New York Giants were 2-0.

How 'Bout Those Seahawks?—Seattle had lost eight games in a row to the Raiders, but the streak ended with a bang.

Rick Mirer fired 3 second-half touchdown passes, the defense intercepted Jeff Hostetler 3 times and recovered a fumble, and the Seahawks stunned the Raiders 38-9 in Los Angeles.

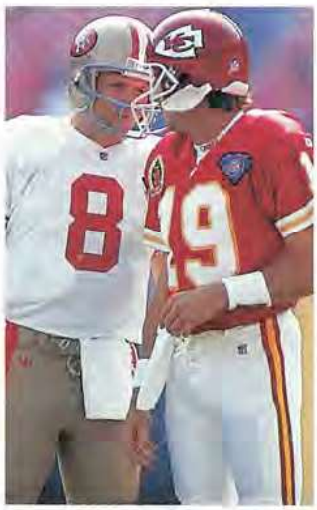
Mirer's touchdown passes included 40- and 38-yard bombs to Michael Bates and Chris Warren, who also scored on a 4-yard run. Seattle scored 24 points after forcing 4 turnovers.

Overtime Blues—At the Meadowlands, the Jets beat Denver 25-22 as Nick Lowery kicked a 39-yard field goal at the end of the opening drive in overtime. The Broncos, who lost their fourth consecutive overtime game, were 0-2 for the first time since 1968.

"I felt we would have won the game if we had won the coin flip," Denver coach Wade Phillips grumbled. "I've said it before: In overtime, it's just too big an advantage to get the ball on the 30- or 35-yard line."

After Adrian Murrell of the Jets returned the kickoff to the 33, Boomer Esiason directed a 45-yard drive to the winning field goal. The key play was Esiason's 24-yard pass to Art Monk.

New England Frustration—After two weeks, the Patriots led the NFL in scoring and total offense. But they were 0-2.



Steve Young (left) greets Joe Montana, his ex-teammate.

After losing to Miami 39-35 on opening day, New England fell to Buffalo 38-35. The Bills' Jim Kelly passed for 328 yards and 4 touchdowns, all to different receivers. Thurman Thomas ran for 106 yards and caught a touchdown pass.

"The Patriots are a hell of a team," Kelly said after the game. "[Drew] Bledsoe is going to be great. Not good. Great."

In defeat, Bledsoe passed for 380 yards and 3 touchdowns.

But Steve Christie's 32-yard field goal, which ended a 43-yard drive, won the game for Buffalo with 52 seconds left.

Defense!—Warren Moon threw his first touchdown pass as a Viking—30 yards to Quadry Ismail—in a 10-3 victory over the Lions. But everyone was talking about Minnesota's defense.

Ends James Harris and Roy Barker and tackle John Randle each had 2 sacks of Scott Mitchell, and each forced him to fumble. Minnesota also swarmed all over Barry Sanders, limiting him to 16 yards on 12 carries.

Crime Pays—The Steelers intercepted Vinny Testaverde 4 times, 3 by safety Darren Perry, and held off the Browns 17-10. Cornerback Rod Woodson set up 10 points with a 54-yard kickoff return and a 20-yard interception return.

Right Rison—It wasn't quite as dramatic as Joe Namath's victory prediction in Super Bowl III, but Atlanta's Andre Rison "guaranteed" a win over the Rams—and he and the Falcons came through 31-13 to give June Jones his first victory as Atlanta's head coach.

On an NFL-record pace with 26 receptions in two weeks, Rison caught a pair of 16-yard touchdown passes.

Saints Frieszed—Norv Turner of Washington got his first victory as coach of the Redskins, who jumped to a 38-9 lead and pounded the Saints 38-24.

Redskins quarterback John Friesz threw 4 touchdown passes, including 2 to wide receiver Henry Ellard. Brian Mitchell returned a punt 74 yards for a touchdown and set up another with an 86-yard kickoff return.

DAVE STOCK

MARV RUBIN

QUOTE:

Chiefs offensive lineman Joe Valerio (2 career catches for 2 touchdowns), asked if he could break Jerry Rice's NFL record of 120 touchdown catches:

"It would probably take me about 800 years."

YOUR BODY IS A temple.

DON'T TREAT IT LIKE AN outhouse.

Today's health sermon? Nutritional neglect. You fitness maniacs who take your diet needs for granted. Well, we've got a word for that. It's called Regimin™. A new line of vitamins, minerals and nutrients, all 100% free of artificial colors, flavors and preservatives. All formulated to help replenish your system when you don't eat right. Maybe we can't improve your body. But we sure can improve the way you worship it.

REGIMIN™

Supplied to locker rooms of the NFL™.
Now in food, drug and discount stores.

©1994 Pharmavite Corp. NFL and NFL logo are trademarks of the National Football League.

IN YOUR FACE FOOTBALL ACTION.

Bone-rattling hits, high-velocity moves, and off-the-chart intensity. That's what 1994 PLAYOFF® Contenders Football Cards are all about. And our exclusive TEKCHROME® turns it up another notch. For starters, you get a hot new card design of 120 NFL stars in this year's early season action — including a chance to see them go head-to-head in a randomly inserted 60-card parallel set. You also have a shot at our 6-card *Rookie Contenders* insert set featuring the cream of the rookie crop. And our special *Sophomore Contenders* insert set highlights 6 explosive second-year stars. Throw in a 30-card insert set with players in their "Throwback" uniforms, and you've got smash-mouth football at its finest. Find out what separates the Contenders from the pretenders, grab a set of 1994 PLAYOFF Contenders Football Cards. **ANYTHING ELSE IS JUST COLLECTING DUST.™**

Team NFL™

CARDZ™

©1994 Playoff Corp. Distributed by CARDZ Distribution, Inc. Grand Prairie, Texas 75050 The names, symbols, emblems, designs and logos of the National Football League and its Member Clubs are Registered Trademarks.

SEPTEMBER 18

Memorable Monday—Barry Sanders put it all in perspective.

"It's a long season," the Lions running back said, "but this will be a game to remember."

The game to remember was Detroit's surprising 20-17 overtime victory over Dallas on Monday night. The two teams fought for nearly five quarters like two weary fighters in the final round of a 15-round bout.

DON LANSU

Terry Allen and the Vikings stormed past the Bears.

The underdog Lions had led 17-7 in the third quarter, but the Cowboys battled back, tying the score on Emmitt Smith's 6-yard touchdown run with 4:09 left in regulation. But Detroit finally won it with 27 seconds left in overtime when Jason Hanson put a 44-yard field goal just inside the right goal post.

Hanson's winning kick was set up when linebacker Pat Swilling sacked Troy Aikman, forced a fumble, and linebacker Broderick Thomas recovered it on the Dallas 43 with 1:55 left.

It not only was a great night for drama, it was a great night for running backs, too. Sanders rushed for 194 yards on a career-high 40 carries, while Smith ran for 143. Detroit's Scott Mitchell threw 2 touchdown passes.

The loss was the Cowboys' first since Thanksgiving, 1993. They had won 10 consecutive regular-season and playoff games.

End of a Hex—It was "Throwbacks Weekend" in the NFL as all 28 teams wore historic uniforms from their pasts.

The Dolphins, decked out in in their 1972 uniforms (when they went unbeaten and won Super Bowl VII) stayed perfect in 1994, too. Miami intercepted Boomer Esiason 4 times and rolled past the Jets 28-14. The Dolphins had lost five of their previous six games to New York.

"I was tired of losing to the Jets," said cornerback J.B. Brown, whose 32-yard interception runback set up a touchdown. "Tell all the New Yorkers who live down here that we kicked the Jets' butts."

Terry Kirby rushed for 100 yards and a touchdown, while tight end Keith Jackson pulled off the game's most creative play. Jackson caught a 23-yard pass from Dan Marino, and, finding himself wrapped up by two tacklers on the New York 2, lateraled to wide receiver Irving Fryar, who scored.

Super Joe—After beating the Falcons 30-10, the Chiefs were 3-0 for the first time since 1966, the season they went to Super Bowl I. Joe Montana, who would like to take them back to the NFL Championship Game, passed for 361 yards, including 13- and 34-yard touchdown tosses to J.J. Birden.

The Chiefs' defense helped out by forcing 6 turnovers. Linebacker Derrick Thomas had a sack, forced 2 fumbles, and recovered 2 fumbles.

Third-Quarter Lightning—The unbeaten Chargers led the Seahawks 10-3 in the third quarter, then knocked them out with two big plays.

Blitzing linebacker Junior Seau pressured Rick Mirer into an interception, which safety Stanley Richard returned 73 yards for a score.

Less than five minutes later, Stan Humphries teamed with Tony Martin on a 99-yard touchdown pass. It was the seventh 99-yard pass in NFL history.

"I didn't realize I was tying a record," Martin said later. "I was just trying to get into the end zone. The more I ran, the farther away it seemed to be."

Mr. Versatility—Filling in for injured Rodney Hampton, David Meggett rushed for 82 yards and 2 touchdowns, caught 4 passes for 52 yards, and threw a 16-yard touchdown pass to H-back Aaron Pierce that put the Giants ahead for good in a 31-23 victory over the Redskins. At 3-0, New York was the only unbeaten team in the NFC.

Meggett's touchdown pass was the third of his career in three attempts—all against Washington.

Denver Destruction—The city of Denver was in mourning. The Broncos were a shocking 0-3 and had lost six consecutive games dating back to 1993.

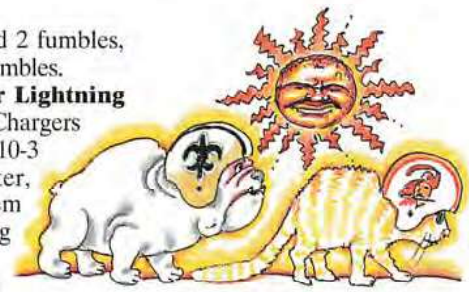
Jeff Hostetler passed for 4 touchdowns, including 65- and 43-yard connections with Tyrone Montgomery and Tim Brown, as the Raiders won 48-16 in Mile High Stadium. Denver's John Elway had an intercepted pass returned for a touchdown for the third game in a row, this one 15 yards by cornerback Terry McDaniel.

Hot Running Back I—In Pittsburgh, Barry Foster rushed for 179 yards and scored on a 29-yard run as the Steelers rallied to beat the Colts 31-21.

Indianapolis had jumped to a 14-0 lead on 2 long touchdown plays—Ronald Humphrey's 95-yard return of the opening kickoff and linebacker Quentin Coryatt's 78-yard fumble return.

Hot Running Back II—In Chicago, the Vikings took a 35-0 lead and flattened the Bears 42-14, with Terry Allen running for 159 yards and 2 scores.

"We're on our way," said Minnesota wide receiver Cris Carter, who caught 9 passes, 8 from Warren Moon. "This is the Vikings' best team since I've been here."



MARV RUBIN

QUOTE:

Saints defensive end Frank Warren, after his team's 9-7 victory over the Buccaneers in Tampa:

"It was so hot I saw a dog chasing a cat—and they were both walking."

STANDINGS

AFC East	W	L	T
Miami	3	0	0
Buffalo	2	1	0
N.Y. Jets	2	1	0
Indianapolis	1	2	0
New England	1	2	0
AFC Central			
Cleveland	2	1	0
Pittsburgh	2	1	0
Cincinnati	0	3	0
Houston	0	3	0
AFC West			
Kansas City	3	0	0
San Diego	3	0	0
Seattle	2	1	0
L.A. Raiders	1	2	0
Denver	0	3	0

NFC East	W	L	T
N.Y. Giants	3	0	0
Dallas	2	1	0
Philadelphia	2	1	0
Washington	1	2	0
Arizona	0	3	0
NFC Central			
Detroit	2	1	0
Minnesota	2	1	0
Chicago	1	2	0
Green Bay	1	2	0
Tampa Bay	1	2	0
NFC West			
San Francisco	2	1	0
Atlanta	1	2	0
L.A. Rams	1	2	0
New Orleans	1	2	0

SCORES

AFC

Buffalo 15, Houston 7
L.A. Raiders 48, Denver 16
Miami 28, N.Y. Jets 14
New England 31, Cincinnati 28
Pittsburgh 31, Indianapolis 21
San Diego 24, Seattle 10

NFC

Detroit 20, Dallas 17 (OT)
Minnesota 42, Chicago 14
New Orleans 9, Tampa Bay 7
N.Y. Giants 31, Washington 23
Philadelphia 13, Green Bay 7
San Francisco 34, L.A. Rams 19

Interconference

Cleveland 32, Arizona 0
Kansas City 30, Atlanta 10

1994 REPLAY

WEEK 4

SEPTEMBER 25

Déjà Vu—Warren Moon had seen it all before.

In the 1992 playoffs, Moon was the losing quarterback when the Houston Oilers blew a 35-3 lead and lost to Buffalo in overtime. Now, he had led Minnesota to a 28-0 second-quarter lead over Miami, but watched as the Dolphins came back to tie the score 28-28 with 10:34 remaining.

In Miami's frenzied comeback, Dan Marino passed for 3 touchdowns and a 2-point conversion, then handed off to Bernie Parmalee, who scored on a 10-yard run.

Moon said he thought about the Oilers' collapse.

"But I also thought that this is where I have to rise to make a play," he said. "I went over to [offensive coordinator] Brian Billick and said, 'Let's just throw it down the field and let me be the guy to either make or break this thing.'"

He made it, taking the Vikings on a 70-yard, 5-play touchdown drive that reclaimed the lead for good. His 2 completions to Jake Reed for 34 yards and Terry Allen's 30-yard run set up a 3-yard touchdown run by Scottie Graham that put the Vikings ahead for good, 35-28. They added a field goal and went on to win 38-35.

Moon passed for 326 yards and teamed with Cris Carter on 2-, 44-, and 8-yard touchdown passes (Marino passed for 431 yards and 3 touchdowns). Minnesota's Allen rushed for 113 yards.

The Dolphins not only suffered their first defeat, but also lost leading rusher Terry Kirby for the season with a knee injury.

Surprise Party—In the biggest shocker of the early season, the Rams, who gave up 31 and 34 points in losses to the Falcons and 49ers, shut out the unbeaten Chiefs 16-0.

It was Kansas City's first shutout loss at home since 1985, when, remarkably, the Rams stopped them by the same score.

"In your worst nightmare you couldn't imagine the performance we put on out there," Chiefs coach Marty Schottenheimer said.

The shutout was the first of Kansas City quarterback Joe Montana's 16-year career. He was intercepted 3 times, setting up a Rams' field goal and stifling two late drives.

The Rams' Chris Chandler, filling in for injured Chris Miller, passed for 207 yards, had no interceptions, and teamed with Flipper Anderson on a 72-yard touchdown pass that was tipped by Anderson's teammate, Jessie Hester.

Ahead 13-0 at halftime, the Rams spent much of the second half giving the ball to 243-pound running back Jerome Bettis, who rumbled for 132 yards on 35 carries.

GREG TROTT

Deion Sanders scored on an interception in his first start for 49ers.

"There wasn't anything that was going to keep me out of the game," Humphries said later. "I gave up the touchdown that let them go ahead."

Coming right back in, the determined Humphries hit all 5 of his passes on a 14-play, 65-yard drive to the winning field goal.

Prime Time—In his first game as a 49ers starter, free-agent cornerback Deion Sanders was a big hit in Candlestick Park.

Sanders returned an interception of a pass by Jim Everett 74 yards for the touchdown that clinched the game with 32 seconds left as San Francisco defeated New Orleans 24-13.

When You're Hot...—After three weeks, Cleveland's Vinny Testaverde ranked last in the AFC in passing efficiency.

He got well against the Colts, passing for 3 touchdowns, including a 65-yard effort to fullback Leroy Hoard that won the game 21-14 in the fourth quarter. Testaverde also threw 57- and 15-yard scoring passes to Eric Metcalf.

...You're Hot—Green Bay's Brett Favre—who entered the game ranked tenth in the NFC in passing efficiency—passed for 306 yards and 3 touchdowns in the Packers' 30-3 victory over Tampa Bay. Favre completed 15 of 16 attempts in the second half.

Barry's Good, Lions Not—Detroit's Barry Sanders darted for 131 yards on only 18 carries, scoring on 35- and 39-yard runs, but his team still lost to New England 23-17.

Drew Bledsoe passed for 251 yards, as the Patriots controlled the ball for nearly 35 minutes.

Stan's the Man—The Chargers were the only unbeaten team in the AFC after John Carney kicked a 33-yard field goal (his fourth of the game) to beat the Raiders 26-24 with two seconds to play.

The Raiders, who trailed 23-3 in the third quarter, had scored 21 consecutive points, taking a 24-23 lead on cornerback Lionel Washington's 31-yard interception return for a touchdown with 7:01 left.

On the same play, San Diego quarterback Stan Humphries suffered a sprained knee. After he limped to the sideline, he was told by team doctors that he was through for the day.

STANDINGS

AFC East	W	L	T
Buffalo	3	1	0
Miami	3	1	0
New England	2	2	0
N.Y. Jets	2	2	0
Indianapolis	1	3	0
AFC Central			
Cleveland	3	1	0
Pittsburgh	2	2	0
Houston	1	3	0
Cincinnati	0	4	0
AFC West			
San Diego	4	0	0
Kansas City	3	1	0
Seattle	3	1	0
L.A. Raiders	1	3	0
Denver	0	4	0

NFC East	W	L	T
N.Y. Giants	3	0	0
Dallas	2	1	0
Philadelphia	2	1	0
Washington	1	3	0
Arizona	0	3	0
NFC Central			
Minnesota	3	1	0
Chicago	2	2	0
Detroit	2	2	0
Green Bay	2	2	0
Tampa Bay	1	3	0
NFC West			
San Francisco	3	1	0
Atlanta	2	2	0
L.A. Rams	2	2	0
New Orleans	1	3	0

SCORES

AFC
Buffalo 27, Denver 20
Cleveland 21, Indianapolis 14
Houston 20, Cincinnati 13
San Diego 26, L.A. Raiders 24
Seattle 30, Pittsburgh 13

NFC
Atlanta 27, Washington 20
Green Bay 30, Tampa Bay 3
San Francisco 24, New Orleans 13

Interconference
Chicago 19, N.Y. Jets 7
L.A. Rams 16, Kansas City 0
Minnesota 38, Miami 35
New England 23, Detroit 17

MARV RUBIN

QUOTE:

Houston defensive tackle Ray Childress, after his team hung on for a 20-13 victory over Cincinnati:

"Our performance was so embarrassing that if we'd lost this game, we couldn't have gone to our cars until after dark."

NO SORE LOSERS

RINGTHEBELL77 on Archive.org

It doesn't matter if you win or lose, it's how you choose your pain reliever. And if you want the power of the strongest Ben-Gay ever, get Ultra-Strength Ben-Gay. It contains three pain relievers. The other leading brands have only one.

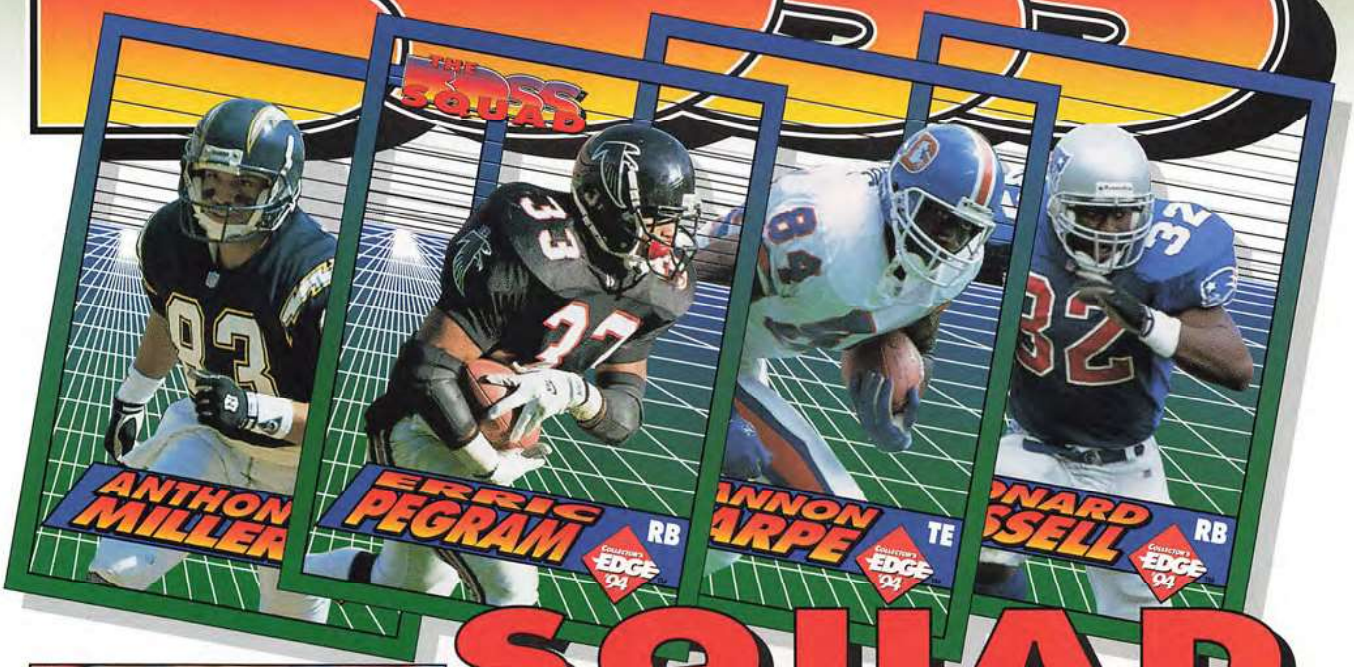
So get Ultra-Strength Ben-Gay, and win or lose, at least you won't be quite as sore about it.

© 1994, Pfizer Inc

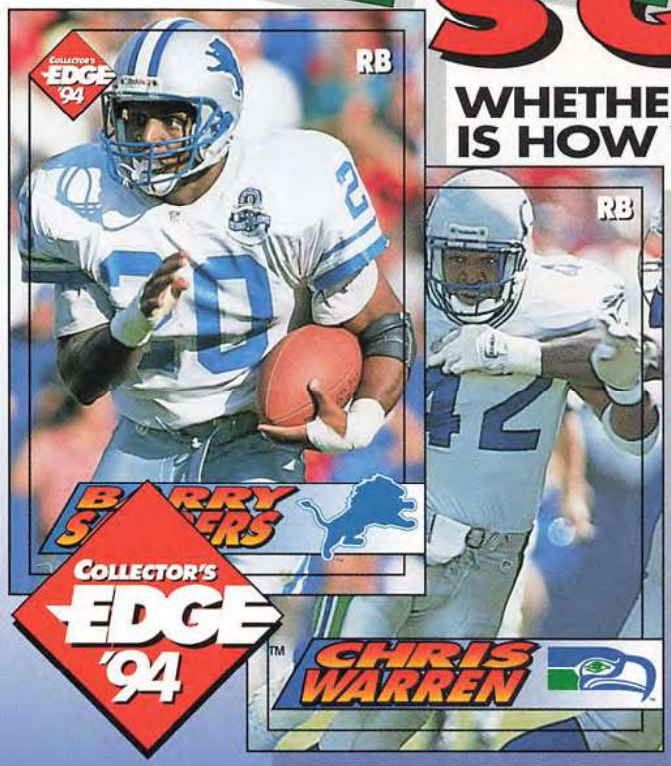
NOTHING'S STRONGER

INTRODUCING THE BOSS SQUAD. ONLY IN EDGE '94

THE BOSS™



SQUAD



WHETHER THEY WIN OR LOSE... IS HOW YOU PLAY OUR GAME.

Who's the Boss Squad? Eight each of the best Quarterbacks, Running Backs and receivers on vivid transparent cards. That's 24 great cards, only in Edge '94 foil packs.

Start collecting the Boss Squad today, and at season's end redeem the top Players' cards for an uncut Boss Squad press sheet. They win, you win. Proving your football knowledge with the Boss Squad may be the best reason to collect Edge this season, but it's not the only one. You also get:

- 200 of the NFL's *best* on our tough plastic stock
- The hottest new rookies in their own subset
- New F/X chase cards – plus Super Gold F/X
- EdgeQuest II spell-and-win game – great prizes!
- True limited production with a serial number on every case and *every single card.*

IF YOU KNOW HOW TO PLAY THE GAME, COLLECT THE BOSS SQUAD TODAY. WE'VE GOT 24 REASONS WHY EDGE '94 IS – CLEARLY – THE HOTTEST SET OF THE SEASON.

Team NFL™ LICENSED BY THE NFL QUARTERBACK CLUB, INC.

NATIONAL FOOTBALL LEAGUE PLAYERS ASSOCIATION®

P.O. BOX 9010 • DENVER, COLORADO 80209 • 303-727-9300 • FAX 303-727-9766

No purchase necessary. Void where prohibited. For official rules write to Boss Rules P.O. Box 9440 Denver CO 80209. Uncut sheet ARV $100.

OCTOBER 2

Candleshocked—Figure this one out.

The 49ers—you know, Steve Young, Jerry Rice, and all those other superstars—were off to another good start. After winning three of their first four games, they ranked third in the NFL in offense and third in defense.

So, how do you explain a 40-8 loss to Philadelphia—and in Candlestick Park, yet? It was the 49ers' worst regular-season defeat in 14 years.

"Not in my wildest dreams did I think this could happen," said San Francisco safety Tim McDonald.

But it did, and it wasn't a fluke. The Eagles had a wide margin in first downs (26-11), total yards (437-189), and time of possession (39:16-20:44).

Of course, the 49ers' offensive line, which had been banged up all season, played without three injured starters. Young was chased all over the field until he was removed late in the third quarter. William Fuller sacked him for a safety.

Philadelphia's Randall Cunningham passed for 2 touchdowns, and Calvin Williams caught 9 passes, but the team also got a big boost from rookie running back Charlie Garner.

Out since the preseason with a rib stress fracture, Garner made his first regular-season appearance and rushed for 111 yards and 2 first-quarter touchdowns on runs of 1 and 28 yards to give the Eagles a quick 14-0 lead.

Father's Day—In Cincinnati, Don and Dave Shula met in the first father-son coaching matchup in major American professional sports history. A sign in the stands read "Shula Bowl I."

Dave and the Bengals took a 7-0 lead over Don and the Dolphins on the game's third play when David Klingler threw a 51-yard touchdown pass to rookie Darnay Scott. But the Dolphins came back to win 23-7.

Dan Marino threw touchdown passes to Keith Byars and Mark Ingram, while the winless Bengals turned the ball over on all five of their second-half possessions.

Don Shula, who earned his 331st career victory, had mixed feelings.

"We needed this one," Shula said. "But I know Dave needed it bad, too. We were just the better team tonight."

Off-Week, Off-Day—Maybe the Giants never should take any time off.

They went to New Orleans as the only unbeaten team in the NFC, but lost 27-22—their fifth consecutive defeat following a bye week.

The Saints took the lead for good late in the second quarter with a pair of touchdowns within 56 seconds. Jim Everett hit Quinn Early with a 4-yard touchdown pass, and linebacker James Williams returned an interception 33 yards.

Meanwhile, New Orleans saked Dave Brown 7 times, with end Wayne Martin and linebacker Darion Conner each getting 2.

Special Victory—Vernon Turner returned a punt 80 yards for a touchdown in the first quarter, triggering Tampa Bay's 24-14 victory over the Lions.

It was the first kick return for a touchdown in the Buccaneers' 19-year history.

Tampa Bay also scored a touchdown after safety Rogerick Green blocked another Detroit punt, which was recovered at the Lions' 2.

In defeat, Detroit's Barry Sanders posted his fourth 100-yard game in five weeks, rushing for 166, including an 85-yard dash that set up a touchdown. On his long run, Sanders lost his right shoe seven yards past the line of scrimmage and eluded tacklers for 78 yards without it.

Buddy Ball—Buddy Ryan finally won his first game as Arizona coach as his team topped Minnesota 17-7 in Tempe.

Jay Schroeder, the third quarterback to start for the Cardinals this season, passed for a touchdown and set up another with a 45-yard strike to Randal Hill. Arizona also forced 4 turnovers and held Minnesota's Terry Allen to 18 yards on 12 carries.

"Nobody runs on us," Ryan said.

Patriots' Game—The Patriots won their third game in a row by edging Green Bay 17-16 in Foxboro.

Matt Bahr's 33-yard, line-drive field goal, which barely cleared the crossbar, won the game with four seconds left.

"The only thing nice about it was that it went through," Bahr said.

Drew Bledsoe, who passed for 334 yards (his fourth 300-yard game in five starts), led the winning drive. It began on the New England 40 after Chris Jacke's kickoff sailed out of bounds.

Green Bay had taken a 16-14 lead on Reggie Cobb's 1-yard touchdown run with 1:14 left, but the snap for the conversion was low, and Jacke never got a chance to attempt the kick.

Don Shula (right) and his son Dave made history when their teams played.

MICHAEL HEINZ

Super Sub

Bears quarterback Steve Walsh made his second start in place of injured Erik Kramer, and won his second game, 20-13 over Buffalo.

Walsh threw a 13-yard scoring pass to tight end Chris Gedney, and sneaked a yard for his first NFL touchdown. The fourth-down sneak gave the Bears a 17-13 lead early in the fourth quarter.

STANDINGS

AFC East	W	L	T
Miami	4	1	0
Buffalo	3	2	0
New England	3	2	0
Indianapolis	2	3	0
N.Y. Jets	2	3	0
AFC Central			
Cleveland	4	1	0
Pittsburgh	3	2	0
Houston	1	4	0
Cincinnati	0	5	0
AFC West			
San Diego	4	0	0
Kansas City	3	1	0
Seattle	3	2	0
L.A. Raiders	1	3	0
Denver	0	4	0

NFC East	W	L	T
Dallas	3	1	0
N.Y. Giants	3	1	0
Philadelphia	3	1	0
Arizona	1	3	0
Washington	1	4	0
NFC Central			
Chicago	3	2	0
Minnesota	3	2	0
Detroit	2	3	0
Green Bay	2	3	0
Tampa Bay	2	3	0
NFC West			
Atlanta	3	2	0
San Francisco	3	2	0
L.A. Rams	2	3	0
New Orleans	2	3	0

SCORES

AFC
Cleveland 27, N.Y. Jets 7
Indianapolis 17, Seattle 15
Miami 23, Cincinnati 7
Pittsburgh 30, Houston 14
NFC
Arizona 17, Minnesota 7
Atlanta 8, L.A. Rams 5
Dallas 34, Washington 7
New Orleans 27, N.Y. Giants 22
Philadelphia 40, San Francisco 8
Tampa Bay 24, Detroit 14
Interconference
Chicago 20, Buffalo 13
New England 17, Green Bay 16

OCTOBER 9

Means to an End—Natrone Means was excited.

"This game sends a message around the league that the Chargers are for real," the 245-pound San Diego running back said.

After five games, the Chargers remained the NFL's last unbeaten team, increasing their record to 5-0 with an impressive 20-6 victory over Joe Montana and the Kansas City Chiefs.

And they did it before the largest home crowd in San Diego history, a foot-stomping throng of 62,923.

"[Because of a bye], we had two weeks to build this game up, and it definitely had a playoff atmosphere," said linebacker Junior Seau, who had 12 tackles.

In that playoff atmosphere, Means rushed for 125 yards, scored on a 9-yard run, and set up Stan Humphries's clinching touchdown pass with 25- and 23-yard runs. Humphries was not intercepted and not sacked.

The Chargers' 5-0 start was their best since 1961, when they began the season 11-0 and reached the AFL Championship Game.

Buffalo, Again—In Buffalo, the Bills pulled into a first-place tie with Miami in the AFC East by controlling the ball for nearly 37 minutes to whip the Dolphins 21-11.

"You just can't get rid of us," said Bills wide receiver Andre Reed, who had 7 catches. "We're like a fly buzzing around people."

The Dolphins briefly led 3-0, but the Bills abandoned their No-Huddle offense after their first two series, went with two tight ends and two backs much of the time, and rushed the ball on 48 plays for 214 yards.

"I felt like I was back at Mississippi State, running the Wishbone," Bills center Kent Hull said.

Thurman Thomas, who sat out a loss to Chicago the week before with a sprained knee, ran for 125 yards and scored on 1- and 26-yard runs. It was his fourth consecutive 100-yard game.

Dallas, Too—When Buddy Ryan coached the Eagles, he beat the Cowboys the last seven times he faced them.

So he was upbeat when he brought his Arizona Cardinals to meet the Super Bowl champions, but he wasn't upbeat later. Dallas won 38-3—the worst loss ever for a Ryan-coached team.

"This was a great lesson in humility," he said.

The Cowboys' defense triggered the rampage by intercepting 5 passes, 3 thrown by starter Jay Schroeder and 2 by Steve Beuerlein. The interceptions of Schroeder set up 21 points as Dallas raced to a 28-0 halftime lead.

Safety Darren Woodson and cornerback Larry Brown each had 2 interceptions. Kevin Williams returned a kickoff 87 yards for a touchdown.

Natrone Means helped the Chargers stay unbeaten.

Kevin Terrell/NFLP

High-Flying Eagles—Despite their fast start, the Cowboys remained tied for first place in the NFC East with the surprising Eagles, who held on to beat the Redskins 21-17 for their fourth consecutive victory.

Safety Greg Jackson sealed the win by intercepting rookie quarterback Heath Shuler at the Eagles' 3-yard line with 40 seconds left. The play began on the Philadelphia 33.

Earlier, Shuler threw 27- and 41-yard touchdown passes to rookie wide receiver Tydus Winans.

Randall Cunningham led the Eagles, scoring on a 20-yard scramble and firing a 49-yard touchdown pass to Fred Barnett. Rookie Charlie Garner rushed for 122 yards.

Goodby, L.T.—In an emotional halftime ceremony at the Meadowlands, the Giants honored former linebacker Lawrence Taylor by retiring his jersey, number 56.

The ceremony, and a New York touchdown that came seven seconds before halftime, had the crowd fired up as the Giants returned to the field, locked in a 10-10 tie with the Vikings.

But Minnesota cornerback Anthony Parker quieted the stadium. Parker intercepted a pass by Dave Brown and returned it 44 yards for a touchdown on New York's first play of the second half. The Vikings went on to win 27-10.

Ironheaded—In his first start of the season, Craig (Ironhead) Heyward rushed for 87 yards and 2 touchdowns as the Falcons overpowered Tampa Bay 34-13 for their third win in a row.

Atlanta cornerback Vinnie Clark set up 10 points with a pair of interceptions off rookie Trent Dilfer, while Jeff George threw 36- and 32-yard touchdown passes to Andre Rison and Terance Mathis.

Perfect Sub—Released by the New Orleans Saints after last season, quarterback Steve Walsh got even. He led his new team, the Bears, to a 17-7 victory over the Saints in Chicago.

It was the Bears' third consecutive victory, all under Walsh, who continued to stand in for injured Erik Kramer.

Lewis Tillman, who rushed for 100 yards, scored the clinching touchdown on a 25-yard run with 2:31 left.

STANDINGS

AFC East	W	L	T
Buffalo	4	2	0
Miami	4	2	0
New England	3	3	0
N.Y. Jets	3	3	0
Indianapolis	2	4	0
AFC Central			
Cleveland	4	1	0
Pittsburgh	3	2	0
Houston	1	4	0
Cincinnati	0	5	0
AFC West			
San Diego	5	0	0
Kansas City	3	2	0
Seattle	3	3	0
L.A. Raiders	2	3	0
Denver	1	4	0

NFC East	W	L	T
Dallas	4	1	0
Philadelphia	4	1	0
N.Y. Giants	3	2	0
Arizona	1	4	0
Washington	1	5	0
NFC Central			
Chicago	4	2	0
Minnesota	4	2	0
Green Bay	3	3	0
Detroit	2	4	0
Tampa Bay	2	4	0
NFC West			
Atlanta	4	2	0
San Francisco	4	2	0
L.A. Rams	2	4	0
New Orleans	2	4	0

SCORES

AFC
Buffalo 21, Miami 11
Denver 16, Seattle 9
L.A. Raiders 21, New England 17
N.Y. Jets 16, Indianapolis 6
San Diego 20, Kansas City 6
NFC
Atlanta 34, Tampa Bay 13
Chicago 17, New Orleans 7
Dallas 38, Arizona 3
Green Bay 24, L.A. Rams 17
Minnesota 27, N.Y. Giants 10
Philadelphia 21, Washington 17
San Francisco 27, Detroit 21

Marv Rubin

QUOTE:

Raiders coach Art Shell, after cornerback Terry McDaniel's 3 interceptions (1 for a touchdown) led Los Angeles to a 21-17 victory over New England:

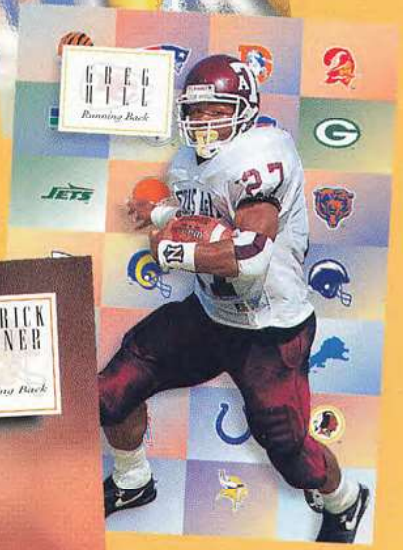
"The ball seems to find him like a missile."

SkyBox™

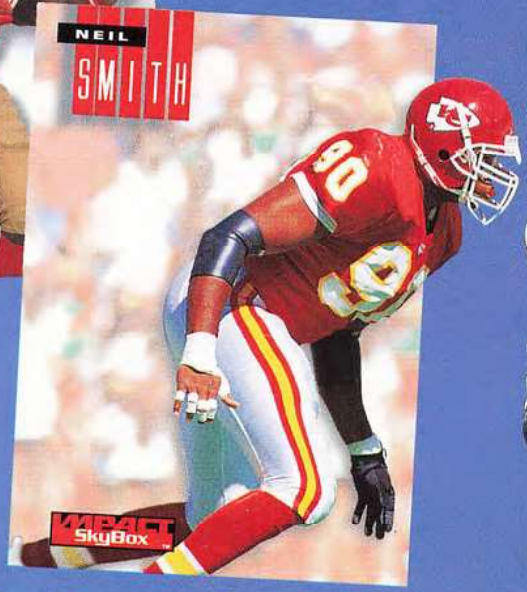
VOTED THE BEST
Football Card Sets of 1994*

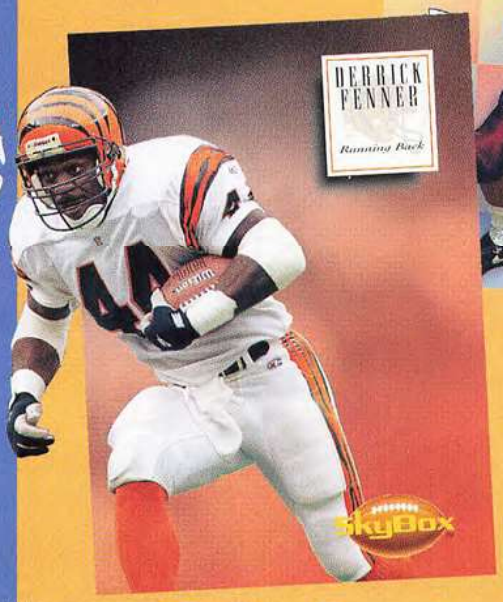
"I will mince no words. This set [SkyBox Premium] is the cream of the crop in 1994."

-Michael Litos,
Hobby/News Editor,
TUFF STUFF magazine



*Premium Football and Impact Football card sets from SkyBox. Chosen as the top two card sets by the editors of TUFF STUFF, one of the leading hobby publications in the country. In the Super Bowl of trading cards, there's only one team. SkyBox.





SkyBox Impact Football
1994 Runner-Up.

SkyBox Premium Football
1994 Editor's Choice.

SUNDAY, JANUARY 29, 1995
SUPER BOWL XXIX
THE ORANGE STADIUM
MIAMI, FLORIDA

Team NFL

NATIONAL FOOTBALL LEAGUE PLAYERS ASSOCIATION

PRINTED IN U.S.A. 1994 SKYBOX INTERNATIONAL. PRODUCED AND DISTRIBUTED BY SKYBOX INTERNATIONAL

TOUCHDOWN!

Get ready to play!™

There's a hand-painted pewter medallion for every NFL™ team. A great holiday, birthday, anyday gift! Available individually or in gift sets. For more information, or to order, call 1 800 833 3355. Or visit the quality drugstore or cosmetic counter near you.

Get ready to try... **this great new fragrance! In the distinctive bottle with your favorite team helmet.**

NFL™
COLOGNE

©1994 SHIARA, INC.

OCTOBER 16

Touché—After he charged into the end zone from the 4-yard line, Denver's John Elway raised his arms in exultation.

His touchdown on a quarterback draw had boosted the Broncos into a 28-24 lead over the Chiefs with 1:29 left. The touchdown—scored even though Denver had only 10 men on the field—had climaxed another great Elway comeback.

Unfortunately for Denver, Joe Montana was the opposing quarterback. The final minutes are Montana Time, too.

Deftly picking apart the Broncos' defense, Montana led Kansas City 75 yards in nine plays, and culminated his winning drive with a 5-yard touchdown pass to Willie Davis with eight seconds left. Running laterally, Davis stabbed the ball just in front of the goal line and cut inside the end zone pylon.

Kansas City won the Monday night game 31-28, snapping its 11-game losing streak in Denver, and giving Montana 30 fourth-quarter comeback victories in his NFL career.

"We knew they'd concede a certain part of the field to us so we could throw underneath," the 38-year-old legend said. "We did that and kept moving."

Montana kept moving by hitting 7 of 8 passes on the final drive. In all, he hit 34 of 54 for 393 yards and 3 touchdowns, including 6- and 4-yard touchdown passes to J.J. Birden and tackle-eligible Joe Valerio.

It was a particularly heartbreaking loss for the Broncos, who fell to 1-5 with their third successive home loss.

Primed Time—There's never a dull moment when Deion Sanders is around.

In the second quarter, the 49ers cornerback got into a fistfight with his former teammate, Atlanta wide receiver Andre Rison.

Later in the quarter, Sanders intercepted a pass by Jeff George and ran 93 yards for a touchdown that helped the 49ers rout the stunned Falcons 42-3.

Elated about the big victory, Sanders was contrite about the fight.

"I apologize," he said later. "I got nothing but love for Andre."

...And Charge It

Scoring on their first five possessions, the unbeaten Chargers bolted to a 27-7 halftime lead and went on to hammer host New Orleans 36-22.

"We're playing real well right now," Chargers quarterback Stan Humphries said. "I think this team can go as far as it wants."

Wherever it goes, Natrone Means will help it get there. He rushed for 120 yards and scored three times in the first half (on 16-, 8-, and 1-yard runs). John Carney kicked 5 field goals.

By winning, Sanders and the 49ers broke a tie with Atlanta and took over undisputed possession of first place in the NFC West.

Steve Young hit 15 of 16 passes for 4 touchdowns, including a pair to running back Ricky Watters. The defense had 6 sacks and forced 6 turnovers, including 4 that led to touchdowns, 1 of them safety Tim McDonald's 49-yard fumble return.

Bernie Who?—Running back Bernie Parmalee, a 1992 free agent from Ball State, carried the ball 10 times for Miami in his first two seasons in the NFL.

After starting his first NFL game a week earlier (injuries had depleted the Miami backfield), Parmalee rushed 30 times for 150 yards as the Dolphins beat the Raiders 20-17 in overtime.

"They just kept giving me the ball, and it felt good," Parmalee said.

It felt good on special teams, too, as Parmalee made 2 tackles and recovered the fumble that led to the game-tying touchdown in the fourth quarter—Dan Marino's 18-yard pass to fullback Keith Byars.

In overtime, the Dolphins won the coin toss and went 65 yards to set up Pete Stoyanovich for his game-winning, 29-yard field goal. Parmalee ran 5 times for 45 yards on the decisive drive.

JOE PUELLO

Joe Montana's touchdown pass with eight seconds left beat Denver.

Cowboys Ride—In a battle for undisputed first place in the NFC East, Dallas snapped the Eagles' four-game winning streak 24-13.

"What the Cowboys do," Eagles quarterback Randall Cunningham said later, "is play sound football *every single play*."

Cunningham was a reliable witness. The top-ranked Dallas defense sacked him 4 times, intercepted him 4 times, and recovered his fumble. Interceptions by safeties Kenneth Gant and Darren Woodson set up touchdowns that turned a 7-7 tie into a 21-7 Dallas lead.

Meanwhile, Emmitt Smith rushed for 106 yards and a touchdown, and Troy Aikman fired scoring passes to Alvin Harper and Jay Novacek.

Buffalo Blues—One week after an impressive win over Miami, the Bills were surprised by the Colts 27-17.

Indianapolis won by controlling the ball for more than 35 minutes as Jim Harbaugh completed 18 of 22 passes and threw touchdown strikes to Floyd Turner and Kerry Cash.

After Harbaugh left in the fourth quarter with a bruised throwing hand, Don Majkowski hit Turner with a 19-yard touchdown pass.

STANDINGS

AFC East	W	L	T	NFC East	W	L	T
Miami	5	2	0	Dallas	5	1	0
Buffalo	4	3	0	Philadelphia	4	2	0
N.Y. Jets	4	3	0	N.Y. Giants	3	3	0
Indianapolis	3	4	0	Arizona	2	4	0
New England	3	4	0	Washington	1	6	0
AFC Central				**NFC Central**			
Cleveland	5	1	0	Chicago	4	2	0
Pittsburgh	4	2	0	Minnesota	4	2	0
Houston	1	5	0	Green Bay	3	3	0
Cincinnati	0	6	0	Detroit	2	4	0
AFC West				Tampa Bay	2	4	0
San Diego	6	0	0	**NFC West**			
Kansas City	4	2	0	San Francisco	5	2	0
Seattle	3	3	0	Atlanta	4	3	0
L.A. Raiders	2	4	0	L.A. Rams	3	4	0
Denver	1	5	0	New Orleans	2	5	0

SCORES

AFC
Cleveland 11, Houston 8
Indianapolis 27, Buffalo 17
Kansas City 31, Denver 28
Miami 20, L.A. Raiders 17 (OT)
N.Y. Jets 24, New England 17
Pittsburgh 14, Cincinnati 10
NFC
Arizona 19, Washington 16 (OT)
Dallas 24, Philadelphia 13
L.A. Rams 17, N.Y. Giants 10
San Francisco 42, Atlanta 3
Interconference
San Diego 36, New Orleans 22

OCTOBER 20

The Saints' Tyrone Hughes returned 2 kickoffs for touchdowns.

BRYAN S. BERTEAUX

One for the Book—At 62, Chuck Knox thought he had seen it all. He was wrong.

"Four plays of more than 90 yards—I've never been in a game like that," the Rams' coach said. "And I've been in a lot of games."

The game that amazed even Knox was New Orleans's 37-34 victory over Los Angeles, a game which had all the color and excitement of a circus. In week 8, there were 10 special teams or defensive touchdowns. Four of them, including a bizarre punt return, happened in the Superdome.

Tyrone Hughes of the Saints tied an NFL game record by returning 2 kickoffs for touchdowns (92 and 98 yards). He also set one-game records for most kickoff-return yards (304) and most combined kick-return yards (347).

In addition, Rams rookie safety Toby Wright recovered a fumble and ran it 98 yards for a touchdown, and L.A.'s Robert Bailey set an NFL record with a 103-yard punt return for a touchdown.

Bailey's runback surprised everyone. The play began with Tommy Barnhardt's punt landing deep in the Rams' end zone. The ball almost bounced out the back, but instead remained in the end zone. Most players figured the ball was dead, but it wasn't.

While special-teams players from both sides walked *off* the field, and the Rams' offense and Saints' defense walked *on*, Bailey picked up the ball and raced down the field for a touchdown. Every player, except the Rams' Chris Brantley, who ran with Bailey for a while, ignored him.

"There must have been forty people on the field by then," Saints linebacker Sam Mills said later. "All we needed were the cheerleaders and the band out there."

Then There Were None—There would be no unbeaten team in the NFL in 1994.

In San Diego, Denver took the lead for good on Jason Elam's 54-yard field goal early in the fourth quarter, and went on to beat San Diego 20-15. The Chargers had won their first six games.

"It's a bitter loss, but one from which we can recover," Chargers coach Bobby Ross said.

San Diego's John Carney kicked 5 field goals (giving him 16 in a row), and Natrone Means rushed for 100 yards. But Stan Humphries threw 3 interceptions, 2 of which stopped first-half drives.

Denver's John Elway passed for 241 yards, including a 43-yard touchdown strike to tight end Shannon Sharpe. It was only the Broncos' second victory of the season.

Shades of Gray—In Pontiac, the Bears led the Lions by a big margin in first downs (22-8), plays (79-49), and total yards (402-232)—and still lost, 21-16.

The Lions won with three big plays. Barry Sanders, who rushed for 167 yards, set up the first touchdown with an 84-yard run down the left sideline, linebacker Chris Spielman stole the ball from Bears tight end Chris Gedney and carried it 25 yards for the second, and Mel Gray returned a kickoff 102 yards for the final touchdown.

Gray finished the day as the new NFL leader in career kickoff-return yardage with 7,092, surpassing Ron Smith's old record of 6,922.

Ace Reliever—Dallas beat the Cardinals 28-21 in Phoenix despite losing Troy Aikman with a concussion. Aikman was hurt two plays before his 15-yard touchdown pass to Alvin Harper gave the Cowboys a 7-0 lead.

After Aikman left, the Cardinals took 14-7 and 21-14 leads, but Dallas backup Rodney Peete directed 3 touchdown drives to win the game. Peete fired 5- and 65-yard scoring passes to Michael Irvin, and handed off to Emmitt Smith for the 6-yard touchdown run that decided the game with 5:13 left.

A Special Day—In Cleveland, the Browns rolled to their fifth successive win with a 37-13 victory over the winless (0-7) Bengals. At 6-1, the Browns were off to their best start since 1963.

Trailing 13-10 late in the third quarter, Cleveland took the lead for good by scoring 17 points in just over three minutes, all off special-teams plays.

First, Safety Benny Thompson recovered a muffed punt at the Bengals' 15 to set up a field goal. On the next series, linebacker Gerald Dixon blocked a Bengals punt, which was recovered in the end zone for a touchdown by linebacker Travis Hill. Finally, Eric Metcalf returned another Bengals punt 73 yards for a touchdown.

Metcalf's punt-return touchdown was the fifth of his career.

Running Watters—In San Francisco, Ricky Watters rushed for 103 yards, scored on 13- and 2-yard runs, and caught 4 passes for 64 yards as the 49ers blitzed Tampa Bay 41-16.

Steve Young was hot, too. The 49ers' quarterback hit 20 of 26 passes, 1 of them a 7-yard touchdown toss to Ed McCaffrey. In his last two games, Young had completed 35 of 42 attempts.

STANDINGS

AFC East	W	L	T
Miami	5	2	0
Buffalo	4	3	0
N.Y. Jets	4	3	0
New England	3	4	0
Indianapolis	3	5	0
AFC Central			
Cleveland	6	1	0
Pittsburgh	5	2	0
Houston	1	6	0
Cincinnati	0	7	0
AFC West			
San Diego	6	1	0
Kansas City	5	2	0
L.A. Raiders	3	4	0
Seattle	3	4	0
Denver	2	5	0

NFC East	W	L	T
Dallas	6	1	0
Philadelphia	5	2	0
N.Y. Giants	3	4	0
Arizona	2	5	0
Washington	2	6	0
NFC Central			
Minnesota	5	2	0
Chicago	4	3	0
Detroit	3	4	0
Green Bay	3	4	0
Tampa Bay	2	5	0
NFC West			
San Francisco	6	2	0
Atlanta	4	4	0
L.A. Rams	3	5	0
New Orleans	3	5	0

SCORES

AFC
Cleveland 37, Cincinnati 13
Denver 20, San Diego 15
Kansas City 38, Seattle 23
NFC
Dallas 28, Arizona 21
Detroit 21, Chicago 16
Minnesota 13, Green Bay 10 (OT)
New Orleans 37, L.A. Rams 34
San Francisco 41, Tampa Bay 16
Interconference
L.A. Raiders 30, Atlanta 21
Philadelphia 21, Houston 6
Pittsburgh 10, N.Y. Giants 6
Washington 41, Indianapolis 27

Bam! Boom!

At the Meadowlands, Pittsburgh rookie Byron (Bam) Morris, who was replacing injured Barry Foster, lost 2 fumbles, which set up a pair of field goals by the Giants.

However, Morris also rushed for 146 yards and scored the game's only touchdown on a 6-yard run with 8:17 left as the Steelers won their third in a row, 10-6. Cornerback Rod Woodson's 25-yard interception return set up the winning touchdown.

RINGTHEBELL77 on Archive.org

WE ARE NOT SUGGESTING YOU GIVE UP YOUR SUPER BOWL™ SEAT
TO RUSH OUT AND TRY THE NEW TASTE OF WHEATIES®.
WAIT UNTIL TOMORROW.

Super Bowl is a registered trademark of the National Football League. © 1994 General Mills, Inc.

The National Football League Salutes

VANESSA VIZCAINO

"As a Cuban-American, I am thankful that NFL Charities is dedicated to educational funds that assist minority students. This commitment by the NFL clubs will enable me to pursue aspirations of a better life and a secure future."

Vanessa Vizcaino dreams of becoming the first doctor in her family and helping the people in her south Florida community. Her family continues to struggle financially; her father is the sole provider for their family of six, including two grandparents. Vanessa has been able to pursue her higher educational goals through financial assistance by the National Hispanic Scholarship Fund. Through its support of this scholarship fund, NFL Charities is helping to make Vanessa's dreams a reality.

Founded in 1973, NFL Charities has allocated more than $15 million in recent years to promote education, medical research, and physical fitness.

As the National Football League celebrates its 75th anniversary, the NFL clubs are proud of the role that NFL Charities has played in hundreds of communities across the nation.

NFL CHARITIES™

NFL Charities. Making a difference in the lives of people!

OCTOBER 13

Told You So!—Early in overtime, the Arizona Cardinals faced fourth-and-11 at the Pittsburgh 33. Kicker Greg Davis wanted to go for a 51-yard field goal. Coach Buddy Ryan thought he was crazy.

"Buddy wasn't going to let me try it," Davis said later. "He said I hadn't hit one from that far all week, but I told him I kicked it fifty-five yards in pregame. I looked him right in the eye, and he gave it to me."

Davis gave it to the Steelers, too, booming his kick through the uprights with plenty to spare for a 20-17 victory that ended Pittsburgh's three-game winning streak.

The kick equaled Davis's own record for the longest overtime field goal in NFL history. Davis got his chance after his teammate, linebacker Randy Kirk, forced Pittsburgh rookie Charles Johnson to fumble on the overtime kickoff. Linebacker David Merritt recovered at the Steelers' 32.

Bills Were Due—When the Bills need a win, they're as dangerous as, well, a wounded buffalo. On the verge of falling to .500, the four-time AFC champions bolted to a 31-7 halftime lead and went on to rip Kansas City 44-10.

Jim Kelly fired 4 touchdown passes—2 each to Pete Metzelaars and Andre Reed—while Thurman Thomas rushed for 77 yards and a touchdown, and Kenneth Davis rushed for 83 yards. Steve Christie kicked 3 field goals, giving him 15 without a miss this season.

The Bills' defense, led by Bruce Smith, forced 5 turnovers, setting up 20 points.

Boys of Overtime—At the Meadowlands, the Lions became the first team in NFL history to win three overtime games in a season, with Jason Hanson kicking a 24-yard field goal to beat the Giants 28-25. It was the luckless Giants' fifth consecutive loss.

Detroit's Barry Sanders rushed for 146 yards, set up a touchdown with a 62-yard run, and made a great play on the Lions' 70-yard drive to the winning field goal. On third-and-9 at the Detroit 25, he caught a pass from Scott Mitchell in the flat, eluded three tacklers, dived past a fourth, and barely made the first down at the 34.

"That run he made on the swing pass was the greatest run I've ever seen him make," Detroit coach Wayne Fontes said.

With a total of 1,035 rushing yards in eight games, Sanders became only the second player to surpass 1,000 in each of his first six seasons (the record is seven by Eric Dickerson).

The Giants tied the game twice in the fourth quarter—first on David Meggett's spectacular 56-yard punt return for a touchdown, then on Dave Brown's 7-yard pass to H-back Aaron Pierce with 1:15 left. Rodney Hampton rushed for 138 yards and a touchdown.

Go Figure—Before the game, it looked like a rout: two-time defending Super Bowl champion Dallas versus winless Cincinnati, which had to start third-team quarterback Jeff Blake because of injuries.

Detroit's Barry Sanders: a 1,000-yard rusher again.

But Blake threw 67- and 55-yard touchdown passes to rookie wide receiver Darnay Scott to give the Bengals a 14-0 second-quarter lead. The Cowboys had to scramble to win 23-20.

"It's like this every week," Dallas safety Darren Woodson said. "We're everybody's Super Bowl. Everybody gets up for us."

As the Cowboys rallied, Troy Aikman threw touchdown passes to Alvin Harper and Michael Irvin, and rookie Chris Boniol kicked 3 field goals, including the 38-yard game-winner with five minutes left. It was Dallas's fifth win in a row.

Still Charging—The Chargers remained tied with Dallas for the best record in the NFL at 7-1 by blasting Seattle 35-15.

To win, San Diego had to overcome the loss of quarterback Stan Humphries, who left with a dislocated elbow during the first series of the second half when the Chargers led just 14-7.

Backup Gale Gilbert came in to lead San Diego to 3 touchdowns, including scoring passes to Alfred Pupunu and Tony Martin. Natrone Means rushed for 104 yards and a touchdown, and John Carney kicked 2 field goals, giving him 18 in a row.

Defense! Defense!—In Tampa, the Vikings remained one of the hottest teams in the NFL (six victories in seven games) as they blitzed the Buccaneers 36-13. Fuad Reveiz kicked 5 field goals, while the defense forced 5 turnovers that resulted in 20 points.

The major culprit was cornerback Anthony Parker, who returned an interception 41 yards for a touchdown—the third game in a row he had scored, a first for an NFL defensive player.

"People keep talking about my 'hat trick,'" Parker said. "I'm not a hockey fan. I didn't even know what that term meant until recently."

Hot Birds—In Washington, Randall Cunningham led a 63-yard drive to set up Eddie Murray's 30-yard, game-winning field goal with 19 seconds left as the Eagles edged the Redskins 31-29. Like the Vikings, the Eagles won for the sixth time in seven games.

LARRY LAMBRECHT

STANDINGS

AFC East	W	L	T
Miami	6	2	0
Buffalo	5	3	0
N.Y. Jets	4	4	0
Indianapolis	4	5	0
New England	3	5	0
AFC Central			
Cleveland	6	2	0
Pittsburgh	5	3	0
Houston	1	7	0
Cincinnati	0	8	0
AFC West			
San Diego	7	1	0
Kansas City	5	3	0
L.A. Raiders	4	4	0
Denver	3	5	0
Seattle	3	5	0

NFC East	W	L	T
Dallas	7	1	0
Philadelphia	6	2	0
Arizona	3	5	0
N.Y. Giants	3	5	0
Washington	2	7	0
NFC Central			
Minnesota	6	2	0
Chicago	4	4	0
Detroit	4	4	0
Green Bay	4	4	0
Tampa Bay	2	6	0
NFC West			
San Francisco	6	2	0
Atlanta	4	4	0
L.A. Rams	3	5	0
New Orleans	3	5	0

SCORES

AFC
Buffalo 44, Kansas City 10
Denver 26, Cleveland 14
Indianapolis 28, N.Y. Jets 25
L.A. Raiders 17, Houston 14
Miami 23, New England 3
San Diego 35, Seattle 15
NFC
Detroit 28, N.Y. Giants 25 (OT)
Green Bay 33, Chicago 6
Minnesota 36, Tampa Bay 13
Philadelphia 31, Washington 29
Interconference
Arizona 20, Pittsburgh 17 (OT)
Dallas 23, Cincinnati 20

QUOTE:

Raiders quarterback Jeff Hostetler, asked how he's able to find Tim Brown, his favorite receiver, so often:

"I think it's the beeper I gave him."

MARV RUBIN

NOVEMBER 6

Air Marino—Dan Marino watched in disgust as Colts cornerback Ray Buchanan intercepted his pass and returned it 28 yards for a touchdown that gave Indianapolis a 21-12 lead with 7:32 left to play.

"There was no need to say anything," Marino said later. "Everyone knew what we had to do. You don't have time for speeches."

Marino let his right arm do the talking. And, for the third time this season—and the twenty-eighth in his NFL career—the 33-year-old quarterback led Miami to a come-from-behind victory in the fourth quarter.

To win the game, Marino first drove the Dolphins 83 yards for a touchdown—a 28-yard scoring pass to O.J. McDuffie that sliced the deficit to 21-19. Then, after a Colts' punt, Marino took Miami 41 yards to set up Pete Stoyanovich's 34-yard field goal with four seconds left to win it 22-21.

On the two drives, Marino completed 11 of 12 passes, before spiking one to stop the clock. By throwing for 261 yards, he moved past Dan Fouts into second place on the all-time NFL yardage list with 43,151 yards.

But there was bad news for the Dolphins, too. Fullback Keith Byars, the team's leader in receptions and touchdowns, suffered a serious knee injury and was lost for the season.

Air Moon—In Minneapolis, another familiar hero, Warren Moon, guided the NFC Central-leading Vikings 84 yards with time running out to claim a 21-20 victory from the Saints.

Moon completed 33 of his career-high 57 passes, and teamed with Qadry Ismail on an 11-yard touchdown pass with five seconds left.

Ismail made a do-or-die play to score. The Vikings had no time outs left when he caught Moon's pass at the 7, eluded cornerback Selwyn Jones, then dived past safety Othello Henderson to get into the end zone.

Moon passed for 420 yards and 3 touchdowns, despite a sprained wrist on his throwing arm. Cris Carter caught 12 passes for 151 yards, while Jake Reed caught 8 for 157 and scored on a 13-yard pass.

"This quarterback makes plays," Carter said.

Buffaloed—The Bills' drive for a fifth Super Bowl was not going well.

At the Meadowlands, the Jets, who beat Buffalo on Opening Day, rallied to do it again, winning 22-17 and sweeping the season series for the first time since 1986. The Bills fell into a second-place tie with New York in the AFC East, two games behind Miami.

"It's been so long since we've been in this situation, I can't even remember it," Buffalo quarterback Jim Kelly said. "But I'm not packing my bags [to go home] yet."

Kelly and the Bills led 14-3 in the second quarter, but the Jets had a 19-3 scoring advantage for the rest of the game. New York's Boomer Esiason threw touchdown passes to Johnny Johnson in the second quarter and Rob Moore in the third.

VERONICA GREEN

Strong-armed Jeff Blake led the Bengals to their first victory.

Six Gets One—With 6:46 left in overtime, Doug Pelfrey kicked his sixth field goal of the day—a team record—and the 0-8 Cincinnati Bengals surprised Seattle 20-17.

QUOTE

Buffalo defensive end Bruce Smith, after his team was surprised by the Jets 22-17:

"We're like a fox—everybody's always in the hunt for us."

Unheralded quarterback Jeff Blake set up the winning kick with a 76-yard pass to rookie Darnay Scott, who carried it to the Seattle 7. Blake passed for 387 yards in his second start.

The Rich Get Richer—The Cowboys and 49ers set up their week 11 showdown by breezing to victories in week 10. The Cowboys (8-1) got 163 yards rushing and 2 touchdowns from Emmitt Smith and a 19-of-24 passing performance from Troy Aikman in a 38-10 rout of the Giants. It was Dallas's sixth win in a row.

In Washington, the 49ers (7-2) overpowered the Redskins with five big plays and cruised to a 37-22 win. It was San Francisco's fourth consecutive victory.

Steve Young fired a 69-yard pass to tight end Brent Jones, safety Tim McDonald returned an interception 73 yards, Dexter Carter ran 96 yards with a kickoff, and Jerry Rice carried a reverse 28 yards—all for touchdowns. Rice also set up a touchdown with a 55-yard catch.

MARV RUBIN

Buddy Fall—The Eagles welcomed former coach Buddy Ryan back to Philadelphia by taking a 17-0 lead and stifling his Cardinals 17-7. The 7-2 start was the Eagles' best since 1981.

Randall Cunningham and Fred Barnett teamed on 47- and 50-yard touchdown passes.

BlitzKrieg—The Packers not only led the Lions 31-7 at halftime, but Detroit had lost quarterback Scott Mitchell for the season with a broken hand.

But backup Dave Krieg nearly pulled the game out, throwing 3 second-half touchdown passes (2 to Herman Moore) and a pair of 2-point conversion passes, before Green Bay held on to win 38-30.

Green Bay's Brett Favre also passed for 3 touchdowns, including a pair to Robert Brooks. The Lions' Mel Gray returned a kickoff 91 yards for a touchdown.

STANDINGS

AFC East	W	L	T
Miami	7	2	0
Buffalo	5	4	0
N.Y. Jets	5	4	0
Indianapolis	4	6	0
New England	3	6	0
AFC Central			
Cleveland	7	2	0
Pittsburgh	6	3	0
Cincinnati	1	8	0
Houston	1	8	0
AFC West			
San Diego	7	2	0
Kansas City	6	3	0
L.A. Raiders	4	5	0
Denver	3	6	0
Seattle	3	6	0

NFC East	W	L	T
Dallas	8	1	0
Philadelphia	7	2	0
Arizona	3	6	0
N.Y. Giants	3	6	0
Washington	2	8	0
NFC Central			
Minnesota	7	2	0
Chicago	5	4	0
Green Bay	5	4	0
Detroit	4	5	0
Tampa Bay	2	7	0
NFC West			
San Francisco	7	2	0
Atlanta	5	4	0
L.A. Rams	4	5	0
New Orleans	3	6	0

SCORES

AFC

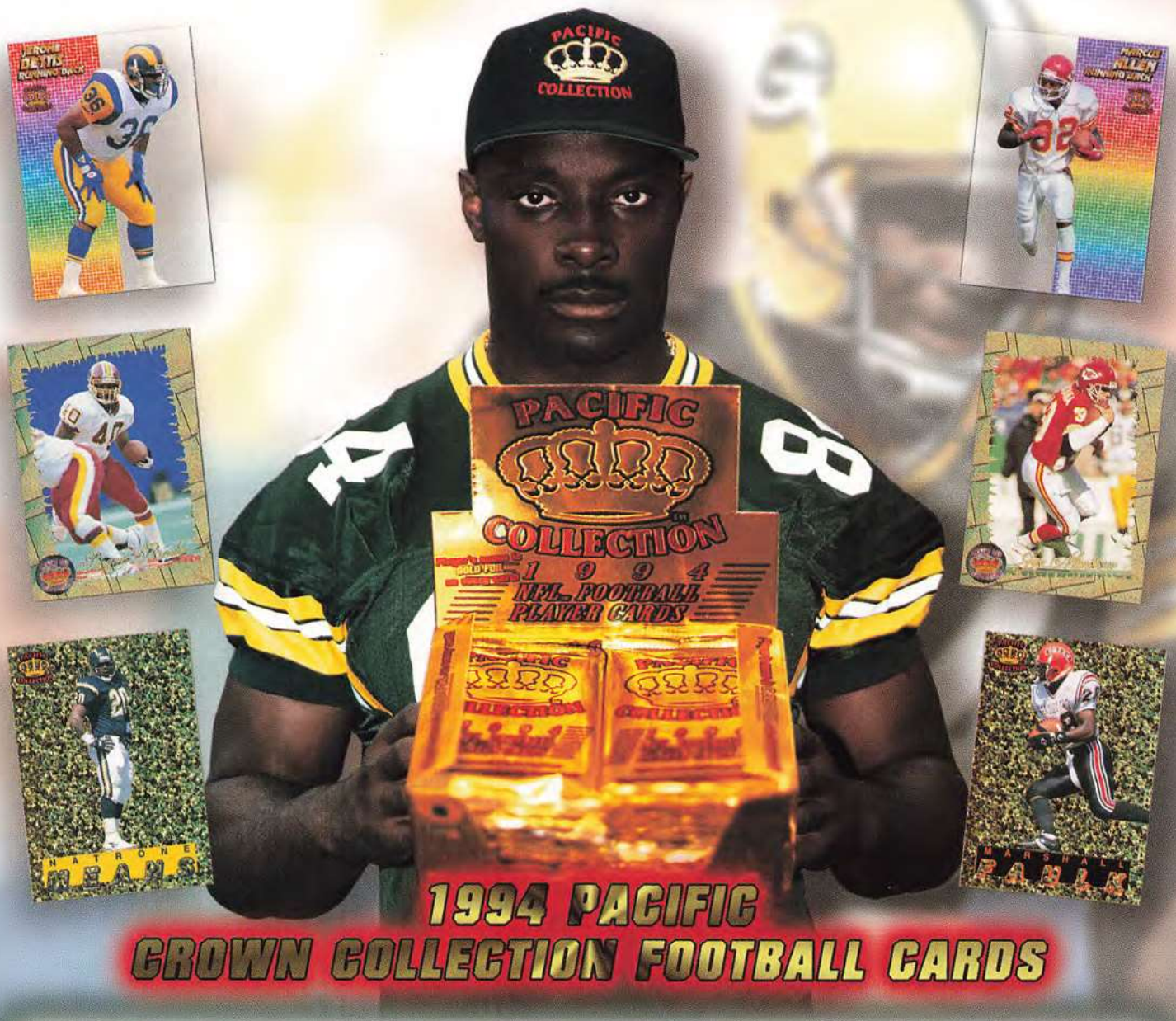
Cincinnati 20, Seattle 17 (OT)
Cleveland 13, New England 6
Kansas City 13, L.A. Raiders 3
Miami 22, Indianapolis 21
N.Y. Jets 22, Buffalo 17
Pittsburgh 12, Houston 9 (OT)

NFC

Chicago 20, Tampa Bay 6
Dallas 38, N.Y. Giants 10
Green Bay 38, Detroit 30
Minnesota 21, New Orleans 20
Philadelphia 17, Arizona 7
San Francisco 37, Washington 22

Interconference

Atlanta 10, San Diego 9
L.A. Rams 27, Denver 21



PACIFIC COLLECTION

"If you thought Pacific's Prism Football Cards were serious, wait until you see the 1994 Crown Collection... 450 cards and these three great subsets. But why wait?... Just call the Master Dealer nearest you now!!"

– Sterling Sharpe, Wide Receiver

Atlas Sports Marketing Serv.
3623 Latrobe Dr., Ste 110
Charlotte, NC 28211
(704) 365-8200

Baseball Card Warehouse
3101 McNab Rd.
Pompano Beach, FL 33069
(305) 978-7027

Baseline Sports
6001 Miller Stole Rd., Ste. #103
Norfolk, VA 23502
(804) 853-7868

Capitol City
P.O. Box 8156
Madison, WI 53708
(608) 223-2000

Card World
3186 Doolittle Dr.
Northbrook, IL 60062
(708) 272-4200

Coin Builders
Chicago Land Area
(Wholesale Only)
(715) 422-4725

Coin Builders Canada
6620 Kitimet Rd. No. 2
Mississaqua, Toronto, Canada L5NB8
(905) 858-2769

Comics Hawaii Dist.
4420 Lawehana St., #3
Honolulu, HI 96818
(808) 423-0265

Georgia Music and Sports
4300 D. Highlands Pkwy SE
Smyrna, GA 30082
(404) 333-9500

Gold River Distributors
2351 Sunset Blvd. Ste 170-211
Rocklin, CA 95765
(916) 632-2292

Great American Coin
1 Odell Plaza
Yonkers, NY 10701
(914) 968-7900

Heroes World
961 Route 10 East, Bldg 2-L
Randolph, NJ 07869
(201) 927-4447

Hobbies & Supplies
4325 NW SR #40
Ocala, FL 34482
(904) 351-4578

Indy Wholesale Ballcard
6005 W. 71st St.
Indianapolis, IN 46278
(317) 329-0271

Klein & Kirchoff Dist.
2880 Forrest Lane
York, PA 17402
(717) 394-2216

Magazine Exchange
2001 Foothill Blvd. E-4
Grants Pass, OR 97526
(800) 234-2004

Power House
675 Brea Canyon Rd., #9
Walnut, CA 91789
(909) 598-9845

Rotman's
4 Brussels Street
Worchester, MA 01610
(508) 791-6710

S & A Hobby Dist., Inc.
1709 Hwy 34 South
Farmingdale, NJ 07727
(908) 919-0909

Southern Hobby Supply
812 Airpark Center Drive
Nashville, TN 37217
(615) 366-5858

The Sports Gallery
5577 Monroe St.
Sylvania, Ohio 43560
(419) 882-8964

Sports Images, Inc.
2-G Gill Street
Woburn, MA 01801
(617) 938-4340

Sweet Deal
19431-4 Business Center Dr.
Northridge, CA 91324
(818) 407-4755

Texas Sports
3170 Old Houston Rd.
Huntsville, TX 77340
(800) 375-2726 (Wholesale only)

Unique Distributors
110 Denton Ave.
New Hyde Park, NY 11040
(516) 294-5900

All Sports Marketing, Addison IL (708) 543-5050

or call 1-800-551-2002 for more details

Licensed by NFL Quarterback Club

©1994 Pacific Trading Cards, Inc., Lynnwood, WA 98037

DREW PEARSON
15006 Beltway Dr.
Addison, Texas 75244
(214) 702-8055
(214) 702-0143 fax

January 29,1995

Dear National Football League,

Much has been said over the last few years about the National Football League's affirmative action policies. In times such as these, when many focus only on the negatives in our society, I feel it is also important to point out some positives. The NFL has worked with my organization, Drew Pearson Companies, over the last seven years. By supporting a minority owned business, the NFL is providing a positive framework to build on in the future.

For this, I want to personally thank the NFL for its support of my company. As an Official Licensee of National Football League Properties, Drew Pearson Companies has grown to be a major player in the licensed headwear industry. The NFL has been an integral part of our growth. But, it's more than sales, it is the equal opportunity to compete and create further opportunities within the minority community and our society overall. This is the real accomplishment of the NFL and the Drew Pearson Companies.

As a member of the Reverend Jesse Jackson's Rainbow Coalition for Fairness in Athletics, I am playing a small part in attempting to restructure the mind-set of many regarding equality in the sports business. I believe the NFL is committed to moving forward in further establishing minority opportunities inside the NFL as well as in the business community.

As a former NFL player I had many exciting moments in my football career. Now as a licensee with the NFL one of my most fulfilling aspects of my business career has been to build a successful business with my sport.

As we move ahead together, it reminds me of an analogy my father often used, "Life is very much like a marathon rather than a sprint". It is important that we all realize that progress may seem slow at times, but as long as all of us remain committed to improving the basis for equal opportunity for all, we all will prosper.

Let's enjoy the greatest sporting event of all, the Super Bowl!

Sincerely,

Drew Pearson

Available at JCPenney Simply for Sports

NOVEMBER 13

Forever Young—Steve Young threw 2 touchdown passes, ran for 60 yards and a touchdown, and even danced joyously through the end zone after his last scoring pass.

"Winning this game proves that we're a team to reckon with," he said.

He had a good reason to be elated. After losing three in a row to the Dallas Cowboys—twice in the NFC Championship Games—the 49ers outfought the two-time world champions 21-14 in San Francisco. It was the 49ers' fifth consecutive victory and snapped a six-game winning streak by Dallas.

San Francisco's defense was the difference. The 49ers intercepted Troy Aikman 3 times, sacked him 3 times, and held Emmitt Smith to 78 yards on 26 carries. (Smith did score both of his team's touchdowns, on 4- and 2-yard runs.)

Safety Merton Hanks broke up a pair of Dallas drives with interceptions at the 49ers' 1-yard line and at the goal line. His last steal, with 5:03 left in the game, came with his team clinging to a 14-7 lead, and ignited an 87-yard drive to the clinching touchdown. Young passed 13 yards to tight end Brent Jones for the score with 2:32 left.

The 49ers' quarterback also threw a 57-yard touchdown pass to Jerry Rice.

It Ain't Over 'Til...—It was not a week for the faint of heart.

Five games were decided in the last eight seconds or in overtime. Five more were decided with less than two minutes left.

The Mad Bomber—With 4:10 elapsed in overtime, Drew Bledsoe lofted a 14-yard touchdown pass to fullback Kevin Turner—and New England shocked the Vikings 26-20.

In the last minute of the second quarter, the Patriots trailed 20-0. With less than three minutes left, they were behind 20-10. But, with Bledsoe completing an NFL-record 45 passes in an NFL-record 70 attempts, they rallied to snap their four-game losing streak.

"It was a valiant effort," coach Bill Parcells said. "We were on the ropes big time."

In coming off the ropes, Bledsoe passed for 426 yards and 3 touchdowns and was not intercepted or sacked. He was 6-for-6 on the winning 67-yard drive.

The 22-year-old quarterback teamed with running back Leroy Thompson on a 5-yard touchdown pass with 2:27 left in regulation to slice the Vikings' lead to 20-17. Then, he drove his team 56 yards to Matt Bahr's game-tying 23-yard field goal with 14 seconds to go.

Safety Merton Hanks intercepted 2 Dallas passes.

The loss, which snapped the Vikings' four-game winning streak, wasted a 349-yard passing day by Warren Moon.

End of an Era—One day after the Oilers lost to the Bengals, Jack Pardee was dismissed as head coach.

Pardee took Houston to the playoffs in each of his first four years, but his team had slumped to a 1-9 record this season. Defensive coordinator Jeff Fisher replaced him.

In Pardee's final game, the Bengals rallied to beat the Oilers 34-31 as Jeff Blake passed for 354 yards and 4 touchdowns. Blake led a 67-yard drive that resulted in Doug Pelfrey's last-second, winning 40-yard field goal. Three of Blake's scoring passes went to Carl Pickens for 21, 50, and 21 yards.

To win, the Bengals came from behind four times, the last from a 31-24 deficit.

Lending a Hand—In Miami, Kevin Butler's 40-yard field goal with 59 seconds left gave the Bears a 17-14 victory over the Dolphins—but offensive tackle James Williams earned a save. Williams, who stands 6 feet 7 inches, blocked a 45-yard field-goal attempt by Miami's Pete Stoyanovich with two seconds left.

Best of the AFC—Ten games into the season, the Chargers and Browns shared the best record in the AFC at 8-2 (equaling the 49ers and Cowboys in the NFC).

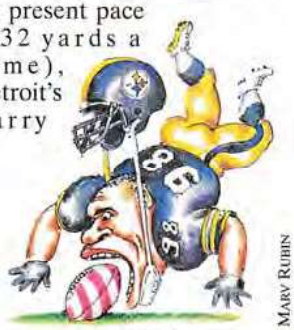
The Browns rolled to a 26-7 victory over the Eagles in Philadelphia. Leroy Hoard rushed for 86 yards, Mark Rypien threw a touchdown pass to Mark Carrier, and Matt Stover kicked 4 field goals.

In Kansas City, it rained throughout the game while the Chargers fell behind the Chiefs 13-0 at halftime. San Diego then rallied with a pair of second-half touchdown passes by Stan Humphries to win 14-13.

JAMES D. SMITH

Humphries hit wide receiver Shawn Jefferson with a 52-yard touchdown pass late in the third quarter, then passed 5 yards to tight end Duane Young with 6:41 left for the winning score.

The 2,000-Yard Man?—At his present pace (132 yards a game), Detroit's Barry Sanders was on track to break Eric Dickerson's NFL single-season rushing record of 2,105 yards.



MARV RUBIN

The Lions defeated Tampa Bay 14-9 in an otherwise uneventful Sunday night game. Sanders rushed for a team-record 237 yards on only 26 carries. He set up the decisive touchdown with a 69-yard run.

Rookie Errict Rhett of Tampa Bay, who ran for 112 yards himself, was awestruck. "Not only can I not do the things Barry does," Rhett said, "I can't even *describe* them!"

QUOTE

Defensive end Gerald Williams, who recovered a Buffalo fumble in the end zone for a touchdown in Pittsburgh's 23-10 victory:

"The ball was laying there like a big bag of candy, and I gobbled it right up."

STANDINGS

AFC East	W	L	T	NFC East	W	L	T
Miami	7	3	0	Dallas	8	2	0
Buffalo	5	5	0	Philadelphia	7	3	0
N.Y. Jets	5	5	0	Arizona	4	6	0
Indianapolis	4	6	0	N.Y. Giants	3	7	0
New England	4	6	0	Washington	2	8	0
AFC Central				**NFC Central**			
Cleveland	8	2	0	Minnesota	7	3	0
Pittsburgh	7	3	0	Chicago	6	4	0
Cincinnati	2	8	0	Green Bay	6	4	0
Houston	1	9	0	Detroit	5	5	0
AFC West				Tampa Bay	2	8	0
San Diego	8	2	0	**NFC West**			
Kansas City	6	4	0	San Francisco	8	2	0
L.A. Raiders	5	5	0	Atlanta	5	5	0
Denver	4	6	0	L.A. Rams	4	6	0
Seattle	3	7	0	New Orleans	4	6	0

SCORES

AFC
Cincinnati 34, Houston 31
Denver 17, Seattle 10
Pittsburgh 23, Buffalo 10
San Diego 14, Kansas City 13
NFC
Arizona 10, N.Y. Giants 9
Detroit 14, Tampa Bay 9
New Orleans 33, Atlanta 32
San Francisco 21, Dallas 14
Interconference
Chicago 17, Miami 14
Cleveland 26, Philadelphia 7
Green Bay 17, N.Y. Jets 10
L.A. Raiders 20, L.A. Rams 17
New England 26, Minnesota 20 (OT)

1994 REPLAY

WEEK 12

NOVEMBER 20

Nervous Time—In 1994, close counts not only in horseshoes, but also in the NFL.

Through week 12 this season, more games had been decided by a touchdown or less (56.4 percent) than in any other year since the AFL-NFL merger in 1970. In weeks 11 and 12 combined, an astonishing 21 of 27 games were decided by seven or fewer points.

All three AFC division leaders (Miami, Cleveland, and San Diego) lost in week 12, and, of course, all fell by a touchdown or less.

All four AFC second-place teams (Buffalo, the Jets, Pittsburgh, and Kansas City) won. The standings were getting close.

Deadeye Gary—In Pittsburgh, the Steelers moved into a first place tie with the Browns in the AFC Central as Gary Anderson kicked a 39-yard field goal with 4:41 left in overtime to nip Miami 16-13. It was Anderson's third field goal of the game and his nineteenth in a row.

Pittsburgh's Mike Tomczak, who replaced injured Neil O'Donnell, passed for 343 yards and directed the 66-yard overtime drive that led to Anderson's game-winning kick.

On the winning drive, Tomczak threw for 63 of the 66 yards, with running backs Barry Foster and John L. Williams and tight end Eric Green catching the passes.

San Diego Dischargers—After starting 6-0, the AFC West-leading Chargers had lost three of five. New England sacked Stan Humphries 5 times, intercepted him 3 times, held Natrone Means to 59 yards rushing, and won 23-17.

"Overall, it was our best game of the year," said Patriots coach Bill Parcells, whose team had beaten two division leaders in a row.

Linebacker Chris Slade had 3½ of New England's 5 sacks, while cornerback Maurice Hurst had 2 of the interceptions. Ex-Charger Marion Butts rushed for 88 yards and a touchdown.

Brownout—In rainy Kansas City, the Chiefs climbed within a game of the Chargers in the AFC West with a 20-13 victory over the Browns. Kimble Anders climaxed a 61-yard drive by running 1 yard for a touchdown to break a 13-13 tie with 7:46 left.

The Chiefs, who won without seven injured starters, pounced on 4 Browns' turnovers, including an interception by cornerback Dale Carter that set up the winning drive.

Getting Closer—The Bills and Jets both moved within a game of Miami in the AFC East.

Buffalo jumped to a 27-6 halftime lead and withstood Green Bay's rally to beat the Packers 29-20.

Jim Kelly, who hadn't practiced until Friday because of a swollen passing hand, threw for 365 yards and 2 touchdowns, both to Andre Reed. Reed's team-record 15 catches were good for 191 yards.

In Minneapolis, the Jets surprised the Vikings 31-21 as Nickel back Marcus Turner intercepted Warren Moon 3 times and returned the first one—which bounced off the hands of tight end Adrian Cooper—90 yards for a touchdown.

"This is one of those games you think about as a kid when you're walking home from school tossing the ball to yourself," said Turner, who had only two starts in six NFL seasons. "But you never think you'll really have a day like this."

Jets quarterback Boomer Esiason fired touchdown passes to three different receivers. The loss was the second in a row for the Vikings.

Ball Hogs—In Chicago, the Bears tied the Vikings for first place in the NFC Central with a remarkable 20-10 victory over the Lions.

Chicago controlled the ball for more than 44 minutes, running off 76 plays to Detroit's 36.

Steve Walsh, 6-0 as a starter, led a 20-play field-goal drive that ate up nearly 12 minutes of the third quarter as the Bears took a 13-10 lead. Then, safety John Mangum recovered a surprise onside kick, and Walsh threw a 30-yard touchdown pass to Jeff Graham.

The Bears' Lewis Tillman rushed for 126 yards and a touchdown, but Detroit's Barry Sanders, who spent most of the day watching Chicago's offense, carried just 11 times for 42 yards.

Rice Was Cooking—In San Francisco, the 49ers fell behind the Rams 27-24 in the fourth quarter, then won 31-27 when Steve Young collaborated with Jerry Rice on an 18-yard touchdown pass with 1:56 left. It was San Francisco's sixth consecutive win and ninth in a row over the Rams.

In all, Young fired 4 touchdown passes, 3 to Rice. Rice also caught a 49ers-record 16 passes, 2 short of the NFL mark.

In the Rams' rally from a 15-point halftime deficit, Todd Kinchen sped 44 yards to score on a reverse. Then, Chris Miller threw 50- and 22-yard touchdown passes to Flipper Anderson and Jessie Hester.

"I don't look at it as a letdown [after week 11's important victory over Dallas]," Young said later. "I look at it as a great game."

Winning Hurts

Emmitt Smith rushed for 85 yards and 2 touchdowns, Kevin Williams returned a punt 83 yards for a touchdown, and the defense forced 5 turnovers (4 of them interceptions), as the Cowboys breezed past the Redskins 31-7.

But there were long faces in Dallas. Quarterback Troy Aikman left in the second quarter with a sprained knee, and it looked as if he would be out three to four weeks.

Backup Rodney Peete came in and threw a touchdown pass, but left with a sprained thumb, and the Cowboys were down to third-stringer Jason Garrett. Several other players were hurt, too.

"It's ugly for the Cowboys right now," Dallas guard Nate Newton said. "It's an epidemic."

ANNA CROKE

New England's Chris Slade got 3½ sacks against San Diego.

STANDINGS

AFC East	W	L	T
Miami	7	4	0
Buffalo	6	5	0
N.Y. Jets	6	5	0
Indianapolis	5	6	0
New England	5	6	0
AFC Central			
Cleveland	8	3	0
Pittsburgh	8	3	0
Cincinnati	2	9	0
Houston	1	10	0
AFC West			
San Diego	8	3	0
Kansas City	7	4	0
L.A. Raiders	6	5	0
Denver	5	6	0
Seattle	4	7	0

NFC East	W	L	T
Dallas	9	2	0
Philadelphia	7	4	0
Arizona	5	6	0
N.Y. Giants	4	7	0
Washington	2	9	0
NFC Central			
Chicago	7	4	0
Minnesota	7	4	0
Green Bay	6	5	0
Detroit	5	6	0
Tampa Bay	2	9	0
NFC West			
San Francisco	9	2	0
Atlanta	5	6	0
L.A. Rams	4	7	0
New Orleans	4	7	0

SCORES

AFC

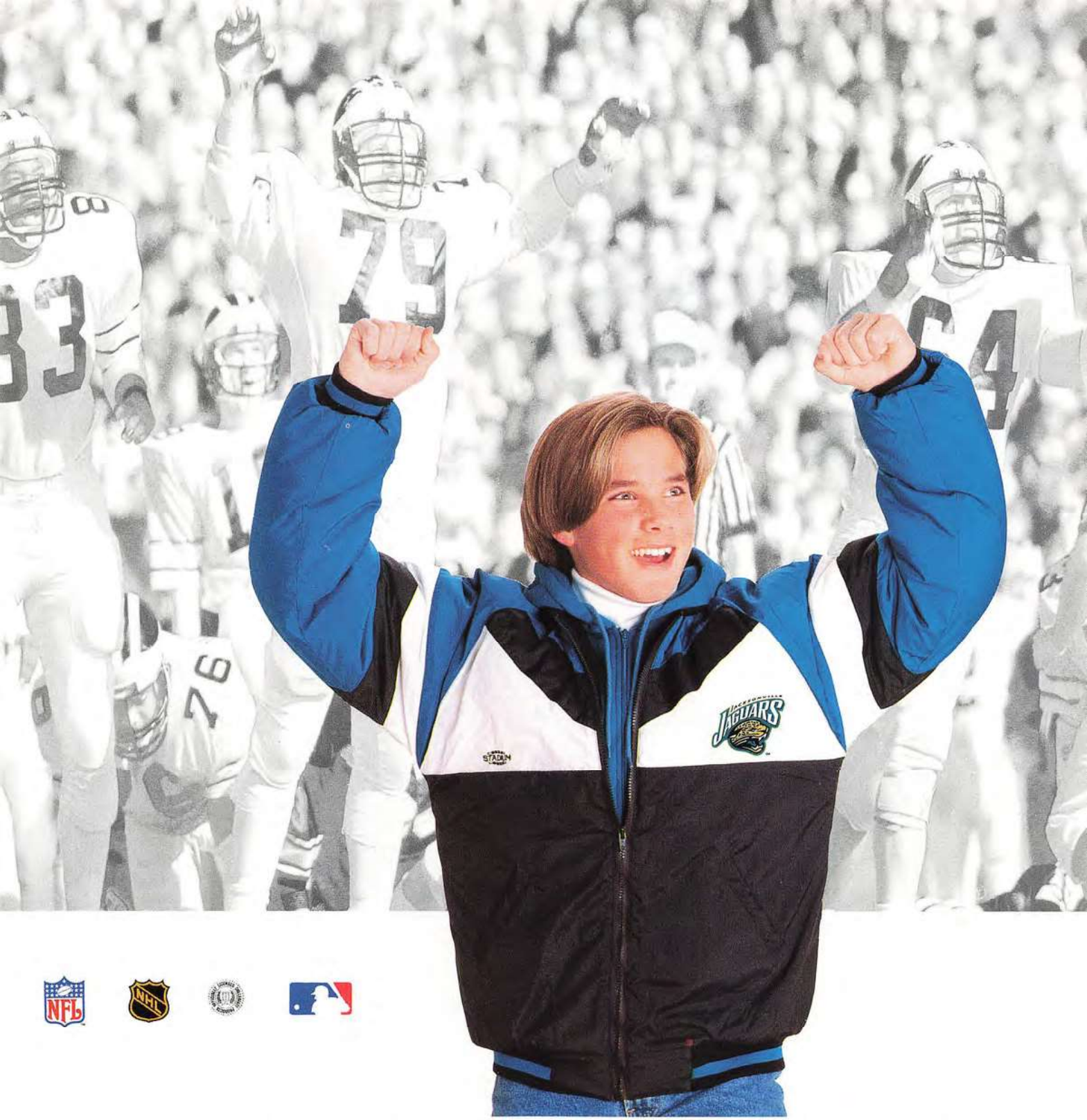
Indianapolis 17, Cincinnati 13
Kansas City 20, Cleveland 13
New England 23, San Diego 17
Pittsburgh 16, Miami 13 (OT)

NFC

Arizona 12, Philadelphia 6
Chicago 20, Detroit 10
Dallas 31, Washington 7
San Francisco 31, L.A. Rams 27

Interconference

Buffalo 29, Green Bay 20
Denver 32, Atlanta 28
L.A. Raiders 24, New Orleans 19
N.Y. Giants 13, Houston 10
N.Y. Jets 31, Minnesota 21
Seattle 22, Tampa Bay 21



Get into the Action!

Stadium Apparel offers the latest in authentic looks for every child's favorite NFL, NHL, MLB & NCAA team, delivering unsurpassed quality outerwear & activewear for infants to size 20.

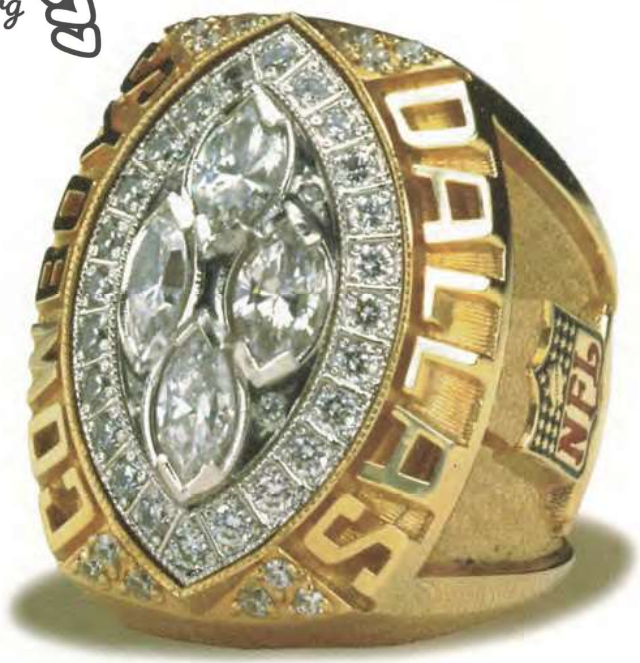
Get Stadium & see how kids...*"Get Into The Action!"*

STADIUM
Apparel

©1994 Stadium Apparel Inc., a division of Piccolino USA 100 W. 33rd. St., Suite 860, New York, NY 10001 (212) 279-3004 Fax: (212) 279-3007

common.

RINGTHEBELL.ZZ
on
Archive.org



uncommon.

Action Packed® football cards. Patented embossing. 24KT gold foil. Limited production. And exclusive card sponsor of the NFL Quarterback Club.™

The Uncommon Cards.

ACTION PACKED®

Limited Cards. Unlimited Action.

Team NFL

NATIONAL FOOTBALL LEAGUE PLAYERS ASSOCIATION

QUARTERBACK CLUB

Super Bowl XXVIII ring © Michael Burr/NFL Photos

1994 REPLAY

WEEK 13

NOVEMBER 24

Magic Man—You know Dan Marino, the great passer. Now meet Marino, the sleight-of-hand artist.

With 22 seconds left at the Meadowlands, the Miami quarterback finished off a spectacular rally by throwing an 8-yard touchdown pass to Mark Ingram to beat the Jets 28-24. He did it by faking one thing and doing another.

As he charged to the line of scrimmage after completing a pass to the 8, Marino yelled "Clock! Clock! Clock!" and signaled with his right hand that the ball would be spiked. Almost everybody on both sides assumed he would do exactly that.

But before the snap, Marino stared at Ingram, a signal to the wide receiver that the ball was coming to him. The "clock play" was suggested over Marino's headset by backup quarterback Bernie Kosar.

While most of the Jets held up and rookie cornerback Aaron Glenn covered Ingram halfheartedly, Marino zipped the winning pass to his wide receiver in the end zone.

"I ran the route thinking he would throw it," Ingram said. "If Dan thinks it's there, he's going to throw it."

It was the fourth time in 1994 and twenty-ninth time in his 12-year NFL career that Marino had rallied the Dolphins in the fourth quarter to win a game. Miami trailed 17-0 in the third quarter and 24-14 in the fourth, but Marino fired 4 touchdown passes—all to Ingram (the others went 10, 17, and 28 yards).

Boomer Esiason, the frustrated losing quarterback, passed for 382 yards, including 2 touchdown passes to tight end Johnny Mitchell.

The victory gave Miami a two-game lead in the AFC East. A loss would have dropped the Dolphins into a first-place tie with the Jets.

Miami's Mark Ingram celebrated his winning catch.

JIM TURNER

Playoff-Bound—On Monday night, the 49ers became the first team to clinch a playoff spot by routing New Orleans 35-14. In winning their seventh game in a row, the 49ers also wrapped up their eleventh division championship in 14 years.

For the fourth time this season, Steve Young threw 4 touchdown passes, hitting tight end Brent Jones twice, and also connecting with John Taylor and backup wide receiver Nate Singleton. Ricky Watters rushed for 105 yards.

"We couldn't get them stopped," Saints coach Jim Mora said. "They're the best offensive team in football—the best offense I've ever seen."

Perfect Walsh—The results of a pair of overtime games left the Bears alone in first place in the NFC Central.

The Bears edged the Cardinals in one overtime game, 19-16, as Kevin Butler kicked 4 field goals, and Steve Walsh increased his record to 7-0 as a starter this season. Walsh's 44-yard pass to Jeff Graham helped set up Butler's 27-yard winning kick. Graham caught 8 passes for 154 yards.

Metrodome Shocker—In the other overtime game, Tampa Bay took advantage of a dropped punt to surprise the Vikings 20-17 and snap a six-game losing streak. It was Minnesota's third consecutive loss.

The Buccaneers won the game on Michael Husted's 22-yard field goal, one play after center Ed Brady fell on Eric Guliford's muffed punt on the Minnesota 4-yard line.

"The ball looked as big as a pumpkin sitting there," Brady said.

The Buccaneers led throughout the game until Warren Moon fired a 40-yard touchdown pass to Qadry Ismail and a 2-point conversion pass to Cris Carter to tie the score at 17-17 with 1:27 left in regulation.

Unlikely Hero—Quarterback Troy Aikman was sidelined with a sprained knee. Backup Rodney Peete had a sprained thumb. No problem.

While the nation watched on Thanksgiving, third-stringer Jason Garrett led Dallas on six consecutive scoring drives as the Cowboys rallied from a 17-3 deficit for a 42-31 victory over Green Bay.

Garrett had to be good, because the Packers' Brett Favre threw 4 touchdown passes (for 1, 36, 30, and 5 yards) to Sterling Sharpe. But the Princeton graduate tossed 45- and 35-yard scoring bombs to Alvin Harper and Michael Irvin as Dallas scored a team-record 36 points in the second half.

Emmitt Smith was a big help, rushing for 133 yards, scoring twice, and catching 6 passes for 95 yards.

Overdue Bills—For the first time since 1987—the last time they failed to make the playoffs—the Buffalo Bills were a .500 team after 12 games.

Detroit's Dave Krieg passed for 351 yards and 3 touchdowns to lead the Lions to a 35-21 victory over the Bills in the other Thanksgiving Day game. Herman Moore caught a 51-yard, flea-flicker touchdown pass on the game's second play.

Safety Willie Clay clinched the victory with a 28-yard interception return for a touchdown with 1:07 left and also stopped a Buffalo drive with an interception at the Lions' 3.

STANDINGS

AFC East	W	L	T
Miami	8	4	0
Buffalo	6	6	0
New England	6	6	0
N.Y. Jets	6	6	0
Indianapolis	5	7	0
AFC Central			
Cleveland	9	3	0
Pittsburgh	9	3	0
Cincinnati	2	10	0
Houston	1	11	0
AFC West			
San Diego	9	3	0
Kansas City	7	5	0
Denver	6	6	0
L.A. Raiders	6	6	0
Seattle	5	7	0

NFC East	W	L	T
Dallas	10	2	0
Philadelphia	7	5	0
Arizona	5	7	0
N.Y. Giants	5	7	0
Washington	2	10	0
NFC Central			
Chicago	8	4	0
Minnesota	7	5	0
Detroit	6	6	0
Green Bay	6	6	0
Tampa Bay	3	9	0
NFC West			
San Francisco	10	2	0
Atlanta	6	6	0
L.A. Rams	4	8	0
New Orleans	4	8	0

SCORES

AFC
Cleveland 34, Houston 10
Denver 15, Cincinnati 13
Miami 28, N.Y. Jets 24
New England 12, Indianapolis 10
Pittsburgh 21, L.A. Raiders 3
Seattle 10, Kansas City 9

NFC
Atlanta 28, Philadelphia 21
Chicago 19, Arizona 16 (OT)
Dallas 42, Green Bay 31
N.Y. Giants 21, Washington 19
San Francisco 35, New Orleans 14
Tampa Bay 20, Minnesota 17 (OT)

Interconference
Detroit 35, Buffalo 21
San Diego 31, L.A. Rams 17

Down-and-Up Broncos

Denver ran its record to 6-2 after an 0-4 start and reached .500 by scrambling past the Bengals 15-13. The Broncos' defense forced 4 turnovers, setting up 2 of Jason Elam's 3 field goals and killing the Bengals' last chance.

With 3:36 left, linebacker Elijah Alexander recovered Harold Green's fumble (forced by tackle Ted Washington) at the Denver 24 and returned it to the 33. Then the Broncos ran out the clock.

DECEMBER 1

No Surprise—With three weeks left in the season, the Dallas Cowboys had clinched their third consecutive NFC East title.

"Big deal," said wide receiver Michael Irvin.

"It's nice to clinch the East, but we didn't jump around much in the locker room," Irvin said after a 31-19 victory over the Eagles in Philadelphia. "It's just the East."

But it wasn't easy for the two-time Super Bowl champions. Halfway through the fourth quarter, Philadelphia, which had sliced a 15-point Dallas lead to 24-19, was threatening to score again.

Then, on third-and-6 from the Dallas 8, Randall Cunningham tried to pass to running back James Joseph—but safety Darren Woodson intercepted, leaped over Cunningham's diving tackle attempt, and raced 94 yards for the clinching touchdown.

Dallas also sacked Cunningham 5 times, 3 by end Charles Haley and 2 by end Tony Tolbert. Meanwhile, Emmitt Smith rushed for 91 yards and 2 touchdowns, giving him 19 rushing touchdowns for the season, breaking his own club record.

It was the Cowboys' second straight victory without injured quarterback Troy Aikman. Backup Rodney Peete threw a 19-yard touchdown pass to Irvin.

Cowher Power—Pittsburgh joined the 49ers and Cowboys in the playoffs by breezing past the Bengals 38-15. Bill Cowher's Steelers wrapped up at least a wild-card spot, although they were hoping for more.

"We want the home-field advantage," cornerback Rod Woodson said. "It will be very hard for teams to come into Pittsburgh and win."

For the last two months, it had been very hard to play Pittsburgh anywhere and win. The Steelers' victory over the Bengals in Cincinnati was their fifth in a row and eighth in nine games.

Woodson and linebacker Greg Lloyd made critical interceptions, Woodson scoring on a 27-yard return, and Lloyd setting up another touchdown with a runback to the Bengals' 5. The Steelers also sacked Jeff Blake 5 times, increasing their total to an NFL-leading 50.

On offense, rookie Bam Morris rushed for 108 yards and 2 touchdowns, while Neil O'Donnell, back after missing two games with ankle and hip injuries, threw a pair of touchdown passes.

Home Away From Home—On a rainy night in Miami, Buffalo rebounded to outscore the Dolphins 42-31, giving the Bills an 8-1 record in Joe Robbie Stadium.

"[Call it] Rich Stadium south," said Buffalo quarterback Jim Kelly, who threw 4 touchdown passes.

The Bills trailed 17-7 at halftime, but scored touchdowns on their first five possessions of the second half.

Buffalo not only was good, it was lucky. Two deflected passes and two of its own fumbles bounced its way in the second half, helping it to 4 of its 5 touchdowns. Included was Kelly's 72-yard touchdown pass that bounced off the hands of safety Gene Atkins into the hands of Don Beebe to begin the second-half rally.

Andre Reed was Kelly's most important target, catching 21- and 83-yard touchdown passes.

Calling His Shot—In Minneapolis, Vikings wide receiver

Jim Kelly's 4 touchdown passes sank the Dolphins.

Cris Carter pleaded with the coaching staff to let him fake a short route, but run a long one.

Finally, in the sixth minute of overtime, they called the play—and Warren Moon hit Carter with a 65-yard touchdown pass that shocked the Bears 33-27.

"I wanted it, I really did," Carter said with a smile. "And when I got it, I knew it was over."

The Bears lost a chance to win the game two plays earlier when Kevin Butler missed a 40-yard field goal attempt.

The outcome snapped Chicago's four-game winning streak and the Vikings' three-game losing streak, and left the two teams in a first-place tie in the NFC Central.

Outcharged—In San Diego, the Chargers had a chance to clinch the AFC West title, but Jeff Hostetler and Vince Evans combined to pass for 3 touchdown passes as the Raiders frustrated San Diego 24-17.

Hostetler threw a 76-yard scoring pass to Alexander Wright on the Raiders' first play from scrimmage, then hit Raghib (Rocket) Ismail with the 6-yard game winner in the fourth quarter.

Evans replaced Hostetler briefly in the second quarter when the Raiders' starter had his left hand stepped on, and threw his own 6-yard touchdown pass to Ismail.

Crime Pays—In Foxboro, the Patriots trailed the Jets 13-10 in the third quarter when cornerback Ricky Reynolds intercepted a pass by Boomer Esiason and dashed 11 yards for the score that put New England ahead for good in a 24-13 victory. It was the Patriots' fourth win in a row.

New York's Art Monk, who caught 4 passes, including 1 for 15 yards from Esiason for his team's only touchdown, tied Steve Largent's NFL record of 177 consecutive games with a reception.

MARV RUBIN

QUOTE

Detroit's Scott Conover, who caught a 1-yard touchdown pass against Green Bay on a tackle-eligible play:

"I couldn't sleep all week after they put that play in."

MARK SHERENGO/NFLP

STANDINGS

AFC East	W	L	T
Miami	8	5	0
Buffalo	7	6	0
New England	7	6	0
Indianapolis	6	7	0
N.Y. Jets	6	7	0
AFC Central			
Pittsburgh	10	3	0
Cleveland	9	4	0
Cincinnati	2	11	0
Houston	1	12	0
AFC West			
San Diego	9	4	0
Denver	7	6	0
Kansas City	7	6	0
L.A. Raiders	7	6	0
Seattle	5	8	0

NFC East	W	L	T
Dallas	11	2	0
Philadelphia	7	6	0
Arizona	6	7	0
N.Y. Giants	6	7	0
Washington	2	11	0
NFC Central			
Chicago	8	5	0
Minnesota	8	5	0
Detroit	7	6	0
Green Bay	6	7	0
Tampa Bay	4	9	0
NFC West			
San Francisco	11	2	0
Atlanta	6	7	0
New Orleans	5	8	0
L.A. Rams	4	9	0

SCORES

AFC

Buffalo 42, Miami 31
Denver 20, Kansas City 17 (OT)
Indianapolis 31, Seattle 19
L.A. Raiders 24, San Diego 17
New England 24, N.Y. Jets 13
Pittsburgh 38, Cincinnati 15

NFC

Dallas 31, Philadelphia 19
Detroit 34, Green Bay 31
Minnesota 33, Chicago 27 (OT)
New Orleans 31, L.A. Rams 15
San Francisco 50, Atlanta 14
Tampa Bay 26, Washington 21

Interconference

Arizona 30, Houston 12
N.Y. Giants 16, Cleveland 13

Jets crash Shula's party
Repeating themse
USA TODAY
VIA SATELLITE
THE NATION'S NEWSPAPER
USA TODAY
Sports
Pro football hits the field
The NFL kicks off its 75th season Sunday with Buddy Ball in Arizona, a Fox in the TV booth, Switzer-land in Texas — and a lot more. Read all about it.
Golf report, 11C
FOOTBALL PREVIEW
NFL KICKOFF 94
COVER STORY
K.C. 30-13
ckled, with a twist
SPORTSLINE
A QUICK READ ON THE TOP SPORTS NEWS OF THE DAY
FOOTBALL/NFL
PAGE 3C
Dallas 31, N.Y. Giants 9
Pittsburgh 24, Cincinnati 18
PAGE 4C
Washington 30, Indianapolis 24
Denver 29, Cleveland 16
Phoenix 18, Philadelphia 3
L.A. Raiders 16, Chicago 14
PAGE 5C
N.Y. Jets 27, Miami 10
PAGE 6C
Buffalo 13, N. England 10 (OT)
San Diego 30, Minnesota 17
Houston 24, Seattle 14
Detroit 23, Tampa Bay 0
MONDAY NIGHT, 5C
Green Bay at Kansas City, 9
VIA SATELLITE
SPORTS FINAL
GIANTS 3-0 WITH 31-23 WIN OVER WASHINGTON
ARIZONA'S BUDDY RYAN 0-3 AFTER 32-0 THUMPING; MIAMI TOPS JETS, GOES 3-0
NFL REPORT, 1,3-8C
COUPLES LEADS USA TO PRESIDENTS WIN
'GREAT SHOT' GRABS CUP, 1
HOSTETLER: 338 yds., 4 TDs for Raiders, 1C
MONDAY,
RESTLESS YOUNG: Wants a Super Bowl ri
A trapped Eagle
Overtime excitement
BONUS SECTION
THE NATION'S NEWSPAPER
ATLANTA GEORGIA DOM
SUPER BOWL XX
SUNDAY ON NBC-TV
Pregame 4 p.m., ET
Gametime 6 p.m.
Kickoff 6:12 p.m.
Line Dallas by 10½
NFL
MILESTONE:

SUPER COVERAGE

SUPER BOWL

For the hardest-hitting and most complete sports coverage in the USA.

USA TODAY

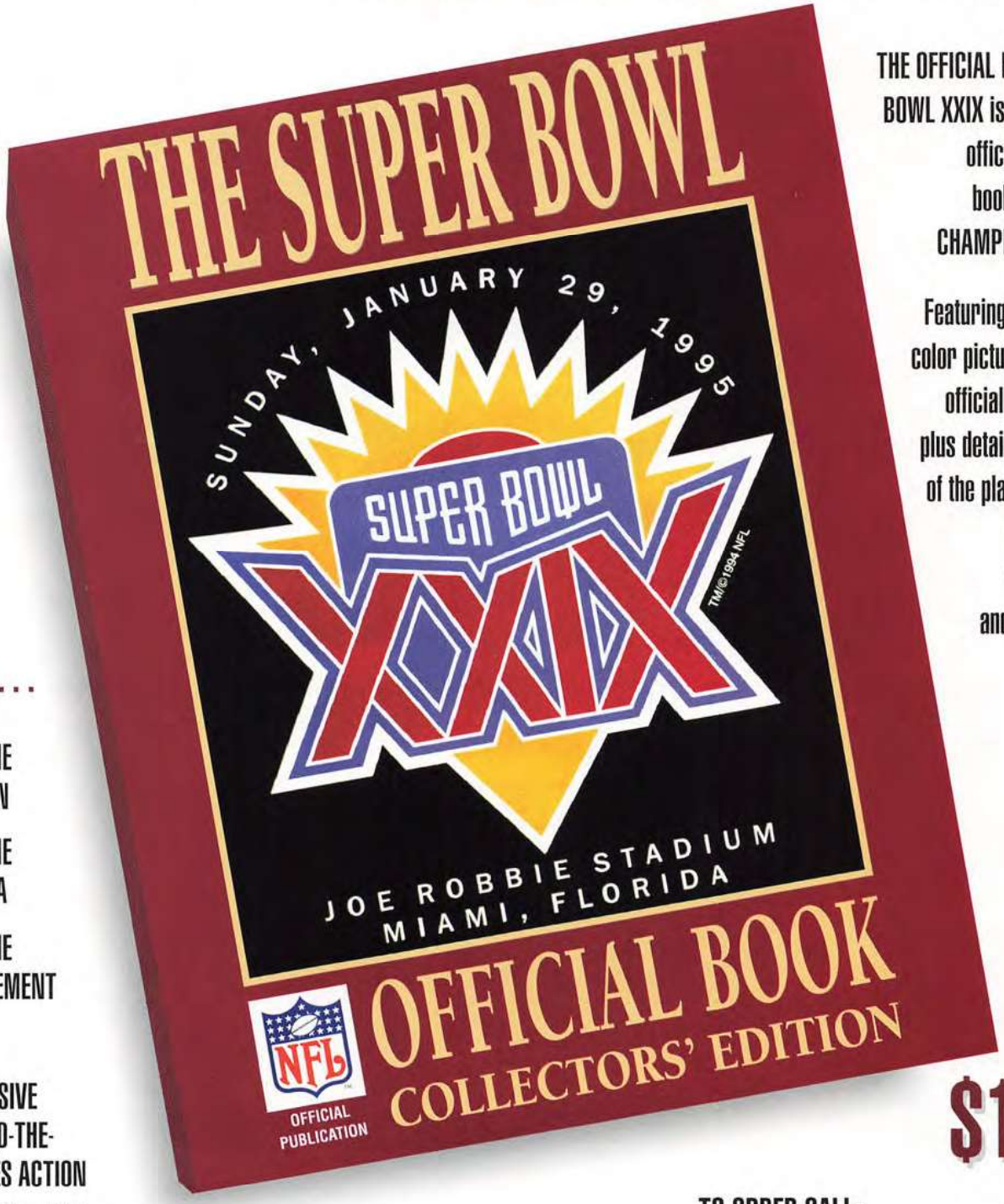
The Nation's Newspaper

ATTENTION: COLLECTORS AND FANS

FOR THE FIRST TIME EVER!

THE OFFICIAL BOOK OF SUPER BOWL XXIX

A 144-PAGE, COFFEE TABLE BOOK THAT WILL BE **AN INSTANT COLLECTORS' ITEM!**



THE OFFICIAL BOOK OF SUPER BOWL XXIX is the FIRST-EVER official NFL-licensed book of the league's CHAMPIONSHIP GAME!

Featuring more than 250 color pictures by the NFL's official photographers, plus detailed descriptions of the plays, the players, the Super Bowl week festivities and, of course, the game itself.

Relive . . .

- ALL THE ACTION
- ALL THE DRAMA
- ALL THE EXCITEMENT

plus

- EXCLUSIVE BEHIND-THE-SCENES ACTION

you won't be able to see anywhere else

RESERVE YOUR COPY AT THE PRE-PUBLICATION PRICE OF

$17.95

AVAILABLE MARCH 1, 1995

TO ORDER CALL: (M-F, 9-5, PACIFIC TIME)

1-800-359-3373

"NFL" and "Super Bowl" are trademarks of the National Football League

DECEMBER 10

The Race Isn't Over—Two weeks from the end of the season, five teams were in the playoffs (Cleveland and Miami wrapped up postseason berths in week 15, joining San Francisco, Dallas, and Pittsburgh), and 17 were scrambling for the last seven spots.

The 22 teams still alive in the race for the Super Bowl were

PAUL JASIENSKI

Art Monk caught a pass in his 178th successive game.

the most in NFL history at this stage of the season.

So Close, So Far—At Dallas, the Browns used 4 field goals by Matt Stover, 99 yards rushing by Leroy Hoard, a touchdown pass by Vinny Testaverde, and 4 turnovers by Dallas to surprise the Cowboys 19-14.

On the game's last play, Dallas quarterback Troy Aikman passed to tight end Jay Novacek at the Cleveland 2. But Novacek slipped as he lunged for the goal line, and Cleveland safety Eric Turner fell on him before he could get across.

"I should have scored," Novacek said later. "I put the ball in the end zone, but I guess I was already touched."

Despite the loss, the Cowboys' Emmitt Smith broke his own club single-season touchdown record. His 7-yard catch and 4-yard run gave him 21 touchdowns for the season.

A la Cart—In Miami, the Dolphins exploded for 21 points in the third quarter and beat Kansas City 45-28.

It was coach Don Shula's 336th career victory—and first when coaching from a golf cart. He was unable to walk because he had surgery on his ruptured Achilles tendon the week before.

The Chiefs, who played without injured Joe Montana, were in danger of missing the playoffs. The loss was their fifth in seven games, dropping their record to 7-7.

Miami's Dan Marino passed for 2 touchdowns and ran 4 yards for another. Bernie Parmalee rushed for 127 yards, scored on a 47-yard run, and caught a 10-yard touchdown pass.

Hot Team, Cold Team—In San Diego, the Chargers failed to clinch the AFC West for the second consecutive week. The 49ers, winning their ninth game in a row, blitzed the home team 38-15.

San Diego was 3-5 in its last eight games after a 6-0 start.

"Maybe we should go back and look at film of some of our earlier games," safety Stanley Richard said. "Man, that seems like a long time ago."

The 49ers' Steve Young threw 2 touchdown passes to tie Joe Montana's single-season club record of 31, while Jerry Rice, who had 12 catches for 144 yards, moved into second place on the NFL's all-time receiving yardage list. Rice ended the game with 13,121 career yards, within reach in 1995 of leader James Lofton (14,004).

Hot Team, Cold Team II—In Pittsburgh, the Steelers remained a game ahead of the Browns in the AFC Central by stopping the Eagles 14-3 for their sixth victory in a row. It was Philadelphia's fifth straight loss.

STANDINGS

AFC East	W	L	T
Miami	9	5	0
New England	8	6	0
Buffalo	7	7	0
Indianapolis	6	8	0
N.Y. Jets	6	8	0
AFC Central			
Pittsburgh	11	3	0
Cleveland	10	4	0
Cincinnati	2	12	0
Houston	1	13	0
AFC West			
San Diego	9	5	0
L.A. Raiders	8	6	0
Denver	7	7	0
Kansas City	7	7	0
Seattle	6	8	0

NFC East	W	L	T
Dallas	11	3	0
Arizona	7	7	0
N.Y. Giants	7	7	0
Philadelphia	7	7	0
Washington	2	12	0
NFC Central			
Minnesota	9	5	0
Chicago	8	6	0
Detroit	8	6	0
Green Bay	7	7	0
Tampa Bay	5	9	0
NFC West			
San Francisco	12	2	0
Atlanta	6	8	0
New Orleans	6	8	0
L.A. Rams	4	10	0

SCORES

AFC
L.A. Raiders 23, Denver 13
Miami 45, Kansas City 28
New England 28, Indianapolis 13
Seattle 16, Houston 14
NFC
Arizona 17, Washington 15
Green Bay 40, Chicago 3
New Orleans 29, Atlanta 20
Tampa Bay 24, L.A. Rams 14
Interconference
Cleveland 19, Dallas 14
Detroit 18, N.Y. Jets 7
Minnesota 21, Buffalo 17
N.Y. Giants 27, Cincinnati 20
Pittsburgh 14, Philadelphia 3
San Francisco 38, San Diego 15

Pittsburgh trailed 3-0 in the fourth quarter, but drove 83 yards to score on Neil O'Donnell's 18-yard pass to backup wide receiver Andre Hastings. Safety Darren Perry then set up John L. Williams's 3-yard scoring run with a 38-yard interception return.

Pittsburgh also held the Eagles to 105 total yards, forced Randall Cunningham into an abysmal 9-for-27 passing day, and sacked him 3 times. It gave the Steelers a club-record 53 sacks for the season.

Moonglow—The Vikings took over sole possession of first place in the NFC Central by rallying to beat the Bills 21-17 in a game played in a wind-chill factor of 2 degrees. It was the first win ever at Buffalo for Minnesota quarterback Warren Moon, who had an 0-5 record at Rich Stadium when he played for Houston.

Trailing 17-12 in the fourth quarter, Moon drove the Vikings 74 yards for the go-ahead touchdown, which came on Terry Allen's 1-yard run. Linebacker Jack Del Rio set up the drive by making a one-handed interception at the Vikings' 19 and lateraling the ball to rookie cornerback Malik Boyd, who returned it to the 26.

QUOTE

Green Bay coach Mike Holmgren, amazed that his team swamped the first-place Bears 40-3:

"I wish I could say I gave them a magic pill, but I can't."

Fuad Reveiz helped out by kicking 5 field goals, running his streak to 22 in a row. Cris Carter caught 9 passes, and, with 111 this season, was only 1 behind Sterling Sharpe's NFL single-season record.

178 and Counting—At the Meadowlands, Art Monk caught a 5-yard pass from Boomer Esiason on the game's first play to break a tie with Steve Largent and set an NFL record for consecutive games with a reception—178.

But the Jets still lost to the Lions 18-7.

"I'm just glad it happened on the first play," said Monk, who caught 3 passes in all. "I thought that might have been the spark to generate us, but it didn't happen."

One reason it didn't was Barry Sanders, who rushed for 127 yards and caught a 5-yard touchdown pass from Dave Krieg. Jason Hanson kicked 4 field goals.

Surging Raiders—In Los Angeles, the Raiders, 6-2 over the last eight weeks, beat Denver 24-13.

Besides playing solid defense, Los Angeles got a club-record 5 field goals from Jeff Jaeger.

MARV RUBIN

Fight to Finish—As the NFL headed toward the end of the regular season, two division titles and six playoff spots still were up for grabs.

The Chargers, who clinched the AFC West, were the only team to earn a playoff bid in week 16, while Pittsburgh, already in, won the AFC Central title. Meanwhile, the Steelers and the 49ers clinched home-field advantage throughout the playoffs.

1970s Revisited—It was like the good old days in Pittsburgh, where a raucous, record crowd of 60,808 cheered the Steelers to a 17-7 victory over the Browns. In beating out Cleveland for the division title, the Steelers won their seventh game in a row.

"This is a championship-caliber team," Pittsburgh linebacker Kevin Greene said. "We proved it tonight."

Re-Charged

San Diego had failed to clinch the AFC West in two previous games—and the Chargers fell behind the Jets 6-0 early at the Meadowlands on a pair of field goals.

But Stan Humphries threw 3 touchdown passes, including 44- and 60-yard bombs to Tony Martin, and the Chargers went on to win 21-6. It was their second division title in three years.

"I was really pleased to get this win—as much as any win I've ever coached," San Diego coach Bobby Ross said. "We finally got the monkey off our back."

DECEMBER 17

The Steelers wasted no time establishing their dominance, seizing a 14-0 lead with touchdowns on their first two possessions. Neil O'Donnell fired a 40-yard scoring pass to Yancey Thigpen, then hit Ernie Mills with a 42-yard pass that set up Barry Foster's 1-yard touchdown run.

Foster, who played with two cracked vertebrae in his lower back, carried 32 times for 106 yards.

End of an Era—At Buffalo, the Patriots won their sixth game in a row, moved into a first-place tie with Miami in the AFC East, and eliminated the four-time AFC-champion Bills from the playoffs for the first time since 1987 in a rousing 41-17 victory.

"Today was their finest hour so far," coach Bill Parcells said of his fast-improving team.

Drew Bledsoe passed for 3 touchdowns (2 to Vincent Brisby and 1 to Ben Coates), while cornerback Ricky Reynolds helped give his team a 31-17 lead with back-to-back fumble recoveries. Reynolds returned a fumble 25 yards for a touchdown, then recovered another to set up a touchdown.

Juggernaut Department—Remember "Break up the Yankees"? How about "Break up the 49ers"?

In San Francisco, the 49ers jumped to a 28-3 second-quarter lead and went on to rout Denver 42-19 for their tenth consecutive victory. They outscored their 10 victims 364-165.

Steve Young passed for 350 yards and 3 touchdowns, increasing his season total to a club-record 34. Running back Ricky Watters, who caught 12- and 65-yard touchdown passes, also scored on a 9-yard run.

In addition, the 49ers sacked John Elway 6 times and added a seventh against Hugh Millen. Defensive tackle Rhett Hall, who had 3 sacks, set up a touchdown with a fumble recovery.

JOE PATRONITE

Ben Coates and the Patriots routed the Bills 41-17.

Four-Speed Division—Four teams in the NFC Central—the Lions, Bears, Vikings, and Packers—still were alive in the playoff race. Detroit, Chicago, and Minnesota were tied for first place.

The most impressive victory in week 16 was Detroit's. The most incredible was Green Bay's.

The Lions overpowered the Vikings 41-19 to win their fourth consecutive game. Barry Sanders rushed for 110 yards and scored on 18- and 64-yard runs. With 1,831 yards, the NFL's leading rusher was 169 short of 2,000. Mel Gray scored on a 98-yard kickoff return, which tied Ollie Matson's NFL record of 9 career kick returns for touchdowns.

In defeat, Minnesota's Cris Carter caught 8 passes, which increased his season total to 119, breaking Sterling Sharpe's NFL record of 112.

The Packers played their last game in Milwaukee—which had shared the team's home schedule with Green Bay since 1933—and made it a memorable finale. They beat the Falcons 21-17 on Brett Favre's 9-yard scramble with 14 seconds and no time outs left.

Favre, who already had thrown 2 touchdown passes, faded to throw again, then scrambled to his right, ran away from defensive end Chuck Smith, turned the corner, and dived into the end zone, where his happy teammates engulfed him.

"I never thought I'd run it in," Favre said later. "The end zone looked farther and farther away as I got closer to it."

Bi-Coastal Misses—The Raiders and Giants continued their playoff drives by winning the same way—on last-second field-goal misses by their opponents.

The Raiders edged Seattle 17-16 when Seahawks kicker John Kasay missed a 43-yard field goal with nine seconds left. Jeff Hostetler's 77-yard touchdown pass to Tim Brown gave Los Angeles the lead for good with 9:13 to play.

Seattle's Chris Warren, playing for the third week in a row with two broken ribs suffered in an auto accident, rushed for 122 yards and scored on a 33-yard run.

The Giants won their fifth consecutive game, beating the Eagles 16-13 when Philadelphia kicker Eddie Murray missed a 44-yard field-goal attempt on the last play. It was the Eagles' sixth straight loss.

New York pushed across 10 points in the last four minutes, scoring on Dave Meggett's 5-yard run with 3:54 left and Brad Daluiso's 18-yard field goal with 54 seconds to go. Both scores were set up by turnovers.

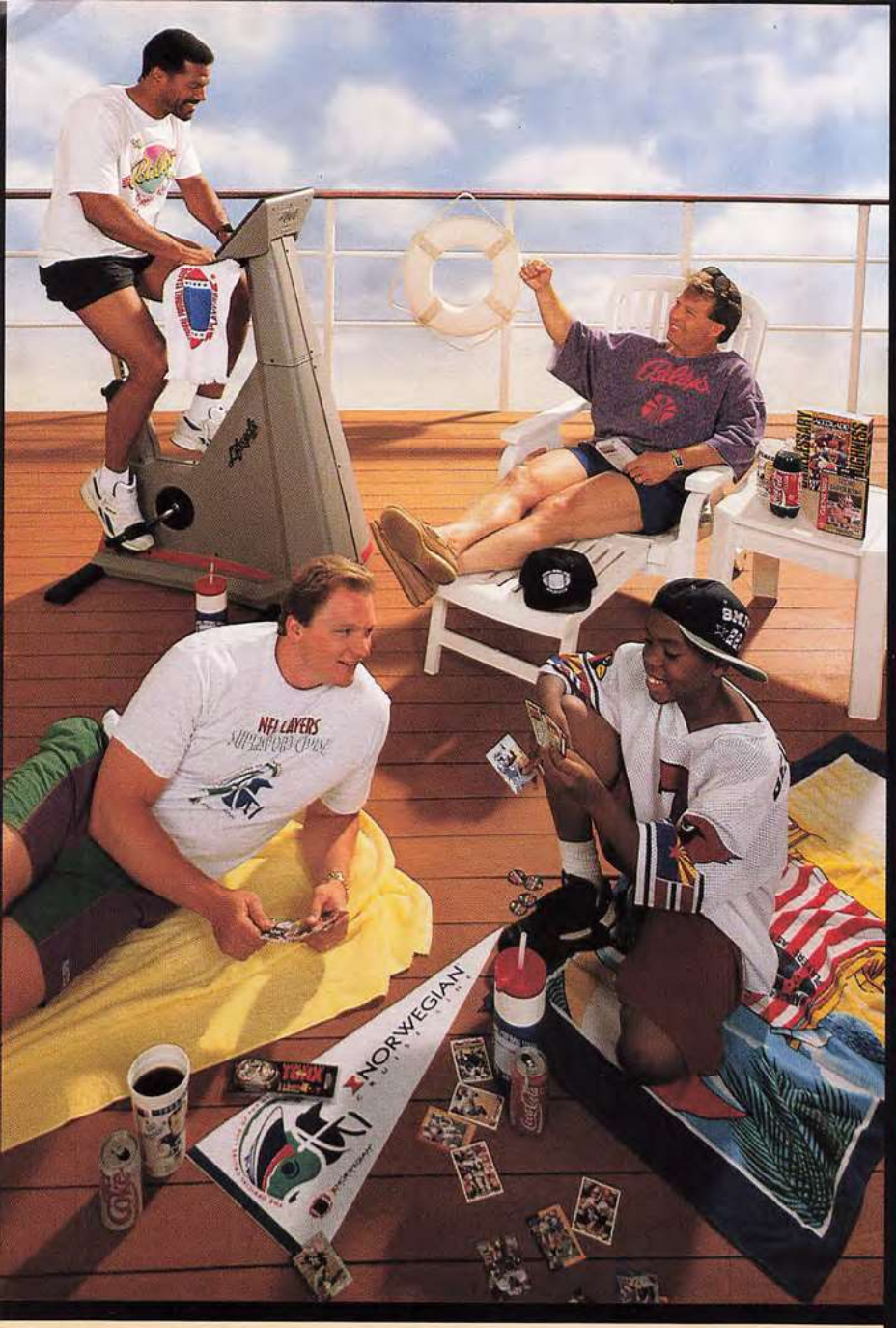
STANDINGS

AFC East	W	L	T
Miami	9	6	0
New England	9	6	0
Buffalo	7	8	0
Indianapolis	7	8	0
N.Y. Jets	6	9	0
AFC Central			
Pittsburgh	12	3	0
Cleveland	10	5	0
Cincinnati	2	13	0
Houston	1	14	0
AFC West			
San Diego	10	5	0
L.A. Raiders	9	6	0
Kansas City	8	7	0
Denver	7	8	0
Seattle	6	9	0

NFC East	W	L	T
Dallas	12	3	0
Arizona	8	7	0
N.Y. Giants	8	7	0
Philadelphia	7	8	0
Washington	2	13	0
NFC Central			
Detroit	9	6	0
Chicago	9	6	0
Minnesota	9	6	0
Green Bay	8	7	0
Tampa Bay	6	9	0
NFC West			
San Francisco	13	2	0
Atlanta	6	9	0
New Orleans	6	9	0
L.A. Rams	4	11	0

SCORES

AFC
Indianapolis 10, Miami 6
Kansas City 31, Houston 9
L.A. Raiders 17, Seattle 16
New England 41, Buffalo 17
Pittsburgh 17, Cleveland 7
San Diego 21, N.Y. Jets 6
NFC
Chicago 27, L.A. Rams 13
Dallas 24, New Orleans 16
Detroit 41, Minnesota 19
Green Bay 21, Atlanta 17
N.Y. Giants 16, Philadelphia 13
Tampa Bay 17, Washington 14
Interconference
Arizona 28, Cincinnati 7
San Francisco 42, Denver 19



WHAT DO PRO FOOTBALL PLAYERS KNOW ABOUT VIDEO GAMES, COLAS AND CRUISE LINES?

We know how to sell 'em. And loads of other stuff. Whether it's on trading cards or sportswear, in commercial endorsements or special promotions. Stars like Minnesota's Steve Jordan and Chicago's Trace Armstrong, and former pros like MVP Mark Moseley are helping to generate sales to the tune of half a billion dollars annually.

That's how much National Football League Player-licensed products and services generated last year for businesses across America.

So bring us your marketing plan, and we'll put together a team that can bring it to life—big time.

Because with National Football League Players, Inc., you have at your command the most effective, most efficient means of securing the rights to use the names and likenesses of a whole galaxy of football stars—both yesterday's and today's.

So play smart. Make the right call.

National Football League Players, Inc.
2021 L Street, NW, Washington, DC 20036
202-463-2200, FAX: 202-857-0673.

PLAYERS INC

"I JUST TAKE THE BIGGEST BITE POSSIBLE."
(FRANK NOLAN, IRS AGENT)

THERE'S
NO
WRONG WAY
TO EAT
A REESE'S™

Reese's®
PEANUT BUTTER CUPS®

©1994 Hershey Foods Corporation

1994 REPLAY

WEEK 17

DECEMBER 24

Win at the Wire—Halfway through the season, Minnesota had a two-game lead in the NFC Central Division.

But after a second-half slump, the Vikings were forced to beat the 49ers in the final game of the regular season (on Monday night) to become the NFL's sixth and last division champion.

"Only babies get what they want," Minnesota coach Dennis Green said after his team's 21-14 victory. "Real men have to fight for what they want."

The Vikings had to play without injured quarterback Warren Moon, who was replaced by Sean Salisbury, but they had good luck, too. The 49ers, who had won 10 consecutive games, pulled some of their starters in the second quarter and most of the others in the second half.

Before he left, San Francisco quarterback Steve Young hit 12 of 13 passes to finish the year with an NFL-record quarterback rating of 112.8. He also won his fourth consecutive passing title.

In winning the Vikings forced 4 turnovers, including a fumble that rookie cornerback DeWayne Washington returned 17 yards for a touchdown.

The Final Six—Minnesota was one of six teams, two in the AFC and four in the NFC, to pin down playoff spots in the wild-card round on the last weekend. An unprecedented four teams (the Vikings, the Packers, the Lions, and the Bears) came from the NFC Central Division.

In the AFC, the Patriots and Chiefs won playoff berths, while the Dolphins, who already were in, clinched the Eastern Division title by beating Detroit.

Happy Holiday—In stopping the Lions on Christmas Day, the Dolphins jumped to a 27-10 halftime lead and hung on to win 27-20.

The Miami defense sacked Dave Krieg 5 times, intercepted him twice, and held Barry Sanders to 52 yards on 12 carries, thus killing his bid to become the NFL's third 2,000-yard rusher. Sanders won the league rushing title with 1,883, fourth-best in NFL history.

Miami's Dan Marino passed for 285 yards, and Bernie Parmalee rushed for 3 touchdowns.

Detroit, which had won four games in a row, clinched a playoff spot on Christmas Eve with losses by other contenders, but the Lions needed a victory the next day to have a chance at winning the NFC Central title.

Dynamic Duo—Brett Favre and Sterling Sharpe were the hottest passing combination in the NFL—but there was a sad kicker to the story.

The Packers routed Tampa Bay 34-19 to win a playoff berth, with Favre throwing 3 touchdown passes to Sharpe (6, 22, and 6 yards). In the last eight games, the 25-year-old quarterback fired 23 touchdown passes, and Sharpe caught 13 of them.

Stayin' Alive

Two weeks earlier, the Chiefs were 7-7 and in danger of missing the playoffs.

But cornerback Mark Collins returned an interception of a Jeff Hostetler pass 78 yards for a touchdown on the last play of the first half and Kansas City (9-7) grabbed the AFC's final playoff spot by eliminating the Raiders 19-9. Collins's runback broke up a Raiders drive and gave his team a 14-3 lead.

Leading the way on offense were 38-year-old Joe Montana, who threw a 47-yard touchdown pass to Willie Davis, and 34-year-old Marcus Allen, who carried 33 times for 132 yards.

The Chiefs have beaten the Raiders in 10 of their last 11 games.

FINAL STANDINGS

AFC East	W	L	T
Miami	10	6	0
New England	10	6	0
Indianapolis	8	8	0
Buffalo	7	9	0
N.Y. Jets	6	10	0
AFC Central			
Pittsburgh	12	4	0
Cleveland	11	5	0
Cincinnati	3	13	0
Houston	2	14	0
AFC West			
San Diego	11	5	0
Kansas City	9	7	0
L.A. Raiders	9	7	0
Denver	7	9	0
Seattle	6	10	0

NFC East	W	L	T
Dallas	12	4	0
N.Y. Giants	9	7	0
Arizona	8	8	0
Philadelphia	7	9	0
Washington	3	13	0
NFC Central			
Minnesota	10	6	0
Green Bay	9	7	0
Detroit	9	7	0
Chicago	9	7	0
Tampa Bay	6	10	0
NFC West			
San Francisco	13	3	0
New Orleans	7	9	0
Atlanta	7	9	0
L.A. Rams	4	12	0

SCORES

AFC
Cleveland 35, Seattle 9
Houston 24, N.Y. Jets 10
Indianapolis 10, Buffalo 9
Kansas City 19, L.A. Raiders 9
San Diego 37, Pittsburgh 34

NFC
Atlanta 10, Arizona 6
Green Bay 34, Tampa Bay 19
Minnesota 21, San Francisco 14
N.Y. Giants 15, Dallas 10
Washington 24, L.A. Rams 21

Interconference
Cincinnati 33, Philadelphia 30
Miami 27, Detroit 20
New England 13, Chicago 3
New Orleans 30, Denver 28

JON HAVT

Brett Favre's passing led the Packers into the playoffs.

But the Packers' Pro Bowl wide receiver was declared out of the playoffs and faced surgery for a neck injury that caused him severe pain, along with numbness and tingling in his limbs the last two games. The injury was considered career-threatening.

"It means we have some juggling to do," Green Bay coach Mike Holmgren said. "But we all want Sterling to get healthy—then we'll deal with whatever happens after that."

Sharpe's 18 touchdown catches this season were a club record. So were Favre's 33 touchdown passes.

Born Again—Two years after taking over a team that went 2-14 in 1992, Bill Parcells had the Patriots in the playoffs.

"This is as about as happy as I've been in a long time," the 53-year-old coach said after his team beat the Bears 13-3 to finish with a seven-game winning streak.

Despite losing three of their last four games, the Bears also qualified for the playoffs.

New England was clinging to a 6-3 lead, when Drew Bledsoe put together a 51-yard touchdown drive to clinch the result. The march ended with the quarterback's 3-yard touchdown pass to running back Leroy Thompson with 2:32 left.

As he passed for 277 yards, Bledsoe set an NFL single-season record for attempts (691), and his 400 completions missed breaking the all-time mark by 5.

Christmas Eve Miracle—The year's most incredible finish took place in Cincinnati, where the Bengals' Doug Pelfrey kicked 2 field goals in the last three seconds to beat the luckless Eagles 33-30.

Philadelphia coach Rich Kotite, whose team lost its last seven games (after starting 7-2), was fired two days later.

Pelfrey's first field goal, from 22 yards, tied the score 30-30 with three seconds left. The Bengals got the ball back when cornerback Adrian Hardy recovered a fumble of the ensuing kickoff on the Eagles' 35 with one second left. Pelfrey then kicked a wobbly, 54-yard field goal to win the game.

DECEMBER 31

AFC Wild Card Games

Legends Bowl—Dan Marino was asked what he thought of his first game against Joe Montana in 10 years.

"You feel like you have to score every time you have the ball," Marino said.

For a while, he was right.

When the two great quarterbacks met in Miami, Montana's Chiefs and Marino's Dolphins alternated scores on the first six series of the game, and the result was a 17-17 shootout at halftime.

But Marino stayed hot, driving his team to 10 more points in the third quarter, while the Miami defense shut out the Chiefs in the second half. The Dolphins advanced with a 27-17 victory.

To save the wild-card victory, Miami forced 2 turnovers in the fourth quarter. Early in the period, the Chiefs were on the Miami 5 when cornerback J.B. Brown intercepted Montana at the goal line.

On Kansas City's next series, safety Michael Stewart wrestled the ball from Marcus Allen at the Dolphins' 34 at the end of a 10-yard run.

In defeat, Montana passed for 314 yards, including a 1-yard touchdown strike to tight end Derrick Walker and a short pass that fullback Kimble Anders took 57 yards for another touchdown after breaking two tackles.

Marino, who was not intercepted, also passed for 2 touchdowns—a 1-yard toss to tight end Ronnie Williams and a 7-yard bullet to Irving Fryar that gave Miami a 24-17 lead. Marino broke the NFL record by throwing a touchdown pass in his eleventh consecutive playoff game.

Vinny's Vindication—In the regular season, he was the NFL's twenty-second-ranked quarterback. In his career, he had thrown 32 more interceptions than touchdown passes. He never had appeared in a playoff game.

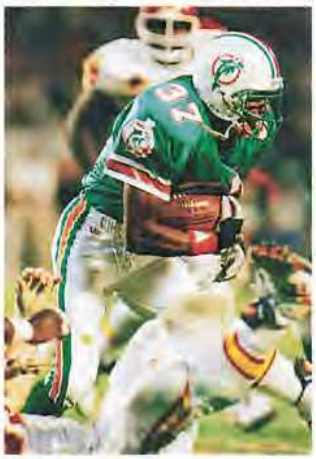
But Vinny Testaverde turned in a near-perfect performance to lead the Browns to a 20-13 victory over the New England Patriots, who had won seven games in a row.

Rolling out to pass and scrambling when he had to, Testaverde passed for 268 yards, had no interceptions, and completed 11 attempts in a row midway through the game.

"This was the biggest game of my career, and next week [at Pittsburgh] will be even bigger," the Browns' quarterback said. "It was one of those games where if you lose, you go home. I wasn't ready to go home yet."

In the first half, Testaverde threw a 5-yard touchdown pass to Mark Carrier, his old teammate from Tampa Bay. In the third quarter, he broke a 10-10 halftime tie by driving the Browns 79 yards to Leroy Hoard's 10-yard touchdown run that gave Cleveland the lead for good at 17-10.

Matt Stover kicked 2 field goals for the Browns, while Michael Jackson was Testaverde's favorite receiver, catching 7 passes for 122 yards.



J.B. Brown's goal-line interception helped Miami.

GREG CRISP

New England's Drew Bledsoe, who attempted 50 passes, completed only 21 and was intercepted 3 times (2 were tipped passes). He gave the Patriots a brief 7-3 lead in the second quarter with a 13-yard touchdown pass to running back Leroy Thompson.

BOB ROSATO

The Packers frustrated Barry Sanders all day.

NFC Wild Card Games

Serious Pursuit—On the twenty-seventh anniversary of the Ice Bowl, the Packers stopped Barry Sanders cold.

Pursued with a frenzy wherever he went, the NFL's leading rusher was held to an astonishing minus-1 yard on 13 carries and Green Bay stopped division rival Detroit 16-12. In early December, when the Lions beat the Packers, Sanders rushed for 188 yards.

"Not even in your dreams would you ever figure to stop Barry Sanders like that," Green Bay safety LeRoy Butler said. "Maybe it was a dream today."

Packers defensive coordinator Fritz Shurmur made one key tactical move—switching Pro Bowl end Reggie White to tackle and flopping him to the strongside of the Detroit offense to keep Sanders from running away from him. As a team, Detroit was held to an NFL-playoff record minus-4 rushing yards.

"They did a good job of pursuing," Sanders said. "And they did a good job of fighting off the blocks and closing up the holes."

The Packers, who never trailed, had a big edge in first downs (18-9) and total yards (336-171), while controlling the ball for more than 37 minutes.

Still, the Lions could have won. Trailing 16-10, they had third-and-8 on the Packers' 11 late in the game. But linebacker Bryce Paup made his second sack, tackling Dave Krieg for a 6-yard loss.

On fourth down from the 17, Krieg threw for Herman Moore, who was closely covered by three Packers in the end zone. Moore made a leaping catch but landed out of the end zone with 1:45 remaining to play.

On offense, Green Bay's Brett Favre passed for 262 yards, fullback Edgar Bennett rushed for 70, and Chris Jacke kicked 3 field goals, including one from 51 yards.

Metrodome Surprise—In another battle of NFC Central rivals, all signs pointed to a Minnesota victory over the Chicago Bears.

The Vikings had beaten Chicago six times in a row, including twice this season. The Bears had staggered down the stretch, losing three of their last four games. In addition, the Vikings were at home in the Metrodome.

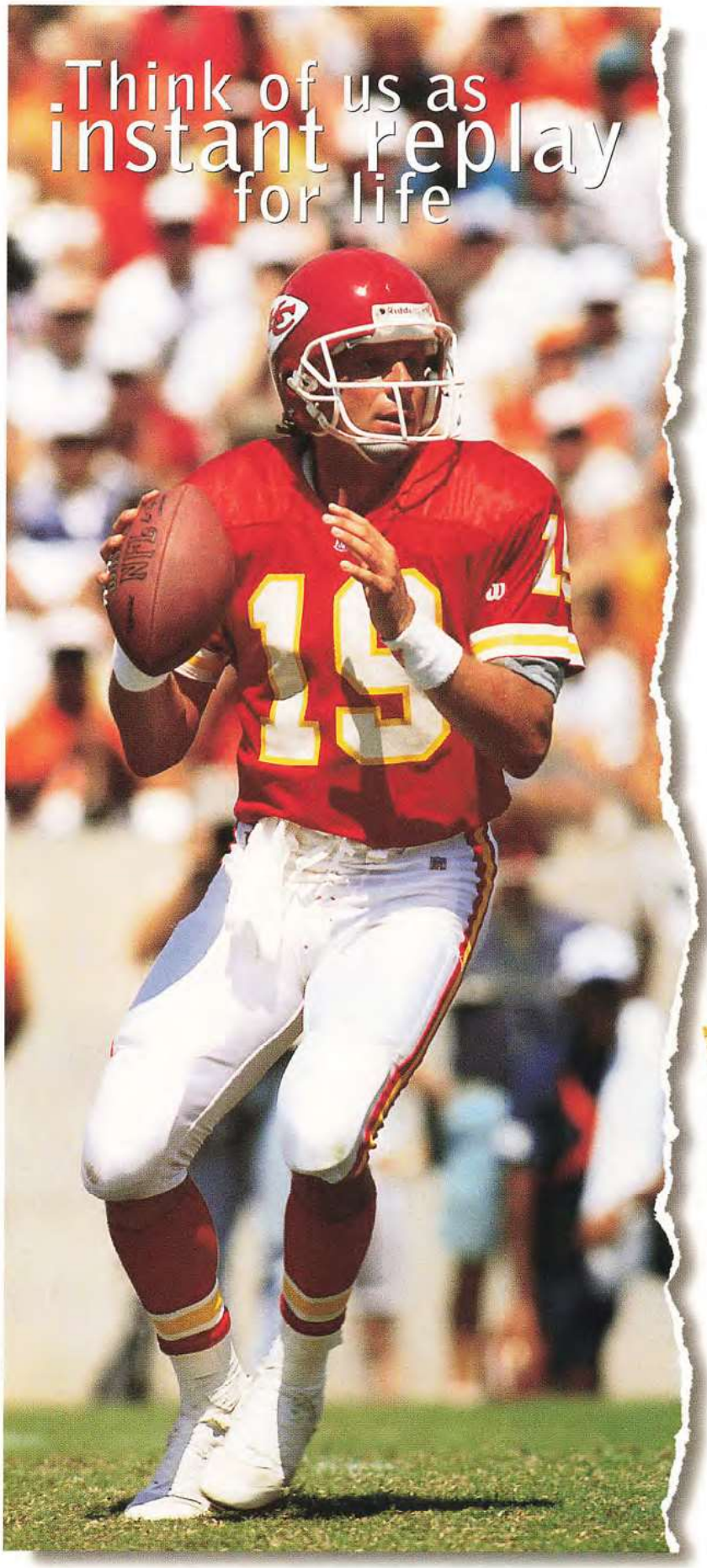
Sure enough, when the game started, the Bears turned over the ball on their first two series. But Chicago won anyway, knocking Minnesota out of the playoffs 35-18.

"We have as much right to be here as anybody," said Bears defensive end Trace Armstrong, who had both of his team's sacks. "We worked, we scrapped, we hustled. You can't take it away from us."

The Bears were leading 14-9 when rookie fullback Raymont Harris raced 29 yards for a touchdown in the third minute of the second half. Early in the fourth quarter, Steve Walsh lobbed a 21-yard touchdown pass (his second scoring toss) to Jeff Graham, and Chicago was breezing 28-12.

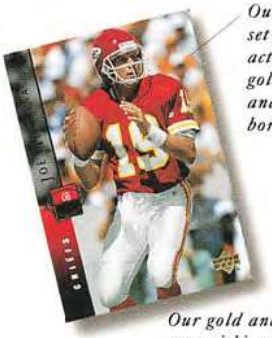
Safety Kevin Miniefield clinched the game with a 48-yard fumble return for a touchdown with 3:05 left.

Warren Moon threw 2 touchdown passes for the Vikings. Running back Amp Lee had 11 receptions for 159 yards and 1 touchdown.



NOW YOU CAN DO SOMETHING NFL® LINEBACKERS HAVE BEEN TRYING TO DO FOR 13 YEARS.

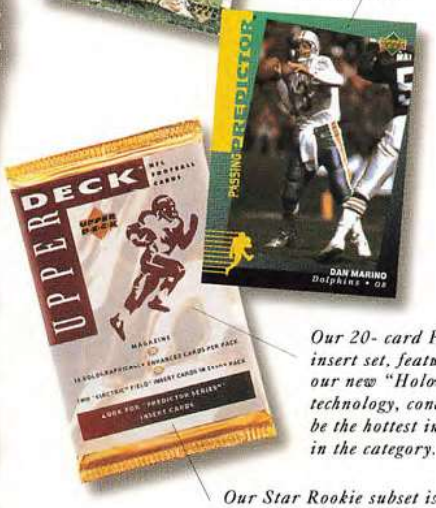
GET THEIR HANDS ON MONTANA



Our 330-card football set features in-your-face action photography, gold stamping, UV coating, and a powerful full-bleed borderless design.

Our gold and silver "Electric" sets-within-a-set consist of all 330 football cards, this time with Electric foil stamping.

Our Predictor interactive set breaks down 50 of the NFL's top players into five categories. If your player wins an award (like "MVP") or holds the best record (say, in "yards rushing"), you can redeem that card for a special Predictor™ gold foil set.



Our 20- card Pro Bowl insert set, featuring our new "Holoview™" technology, continues to be the hottest insert set in the category.

Our Star Rookie subset is the first to feature the top '94 rookies in their new pro uniforms.

UPPER D·E·C·K

FOOTBALL.
AT A WHOLE NEW LEVEL.

Team NFL

1994 Upper Deck Football foil packs contain a random assortment of the following inserts: Silver Electric 1:1, Gold Electric 1:35, Pro Bowl 1:20, Predictor 1:20. The names, symbols, emblems, designs, logos, and other indicia are registered trademarks of the NFL and its member clubs are registered in the United States Patent and Trademark Office and are protectable against unauthorized use. Licensed by the NFL Quarterback Club, Inc. Officially licensed product of the NFL Players Association. Upper Deck and the card/hologram combination are trademarks of The Upper Deck Company. © 1994 The Upper Deck Company. All Rights Reserved. Printed in the U.S.A. Product depicted for demonstration purposes only.

1994 REPLAY

WEEK 19

JANUARY 7-8

AFC Divisional Playoff Games

Wide Right—Don Shula didn't hide his feelings.

"That's about as tough a loss as I've ever been around," said the Miami coach, who turned 65 just four days earlier. "It's a bitter disappointment."

What was a crushing loss for the Dolphins, of course, was a thrilling victory for the Chargers, who earned their first trip to the AFC Championship Game since the 1981 season by rallying to win 22-21 in San Diego.

The Chargers not only were forced to bounce back from a 21-6 halftime deficit, they had to watch nervously as Miami's Pete Stoyanovich tried a 48-yard, potential game-winning field goal with time running out. A 32-yard pass-interference penalty set up the kick.

But, perhaps thrown off by a high snap, Stoyanovich missed, short and wide to the right, with one second left. During the regular season, he made 8 of 10 attempts from 40-49 yards.

"I didn't watch the kick; I watched the fans' reaction," San Diego linebacker Junior Seau said. "I just didn't want to see it."

Trailing 21-15, San Diego had taken the lead for the only time in the game just 34 seconds earlier, when quarterback Stan Humphries ended a 61-yard drive with an 8-yard touchdown pass to a wide-open Mark Seay.

Miami had bolted to its 15-point halftime lead on 3 touchdown passed by Dan Marino—8- and 9-yard bullets to tight end Keith Jackson and a 16-yard strike to Mike Williams.

But the Dolphins had the ball for just 7 minutes, 22 seconds in the second half as the Chargers kept possession on the running of Natrone Means (139 yards rushing in the game) and the passing of Humphries (276 yards). The momentum swung San Diego's way when defensive tackle Reuben Davis caught Bernie Parmalee for a safety in the third quarter.

The Chargers took the ball after the free kick and drove 54 yards to Means's 24-yard touchdown run that cut the lead to 21-15. He dragged two tacklers the last five yards.

With Miami's loss in the last game of the weekend, all four wild-card teams had been eliminated.

Cowher Power—For Pittsburgh, the third time was the same.

The Steelers and Browns, old AFC Central rivals, had played a pair of close, hard-fought games earlier in the season, both won by Pittsburgh.

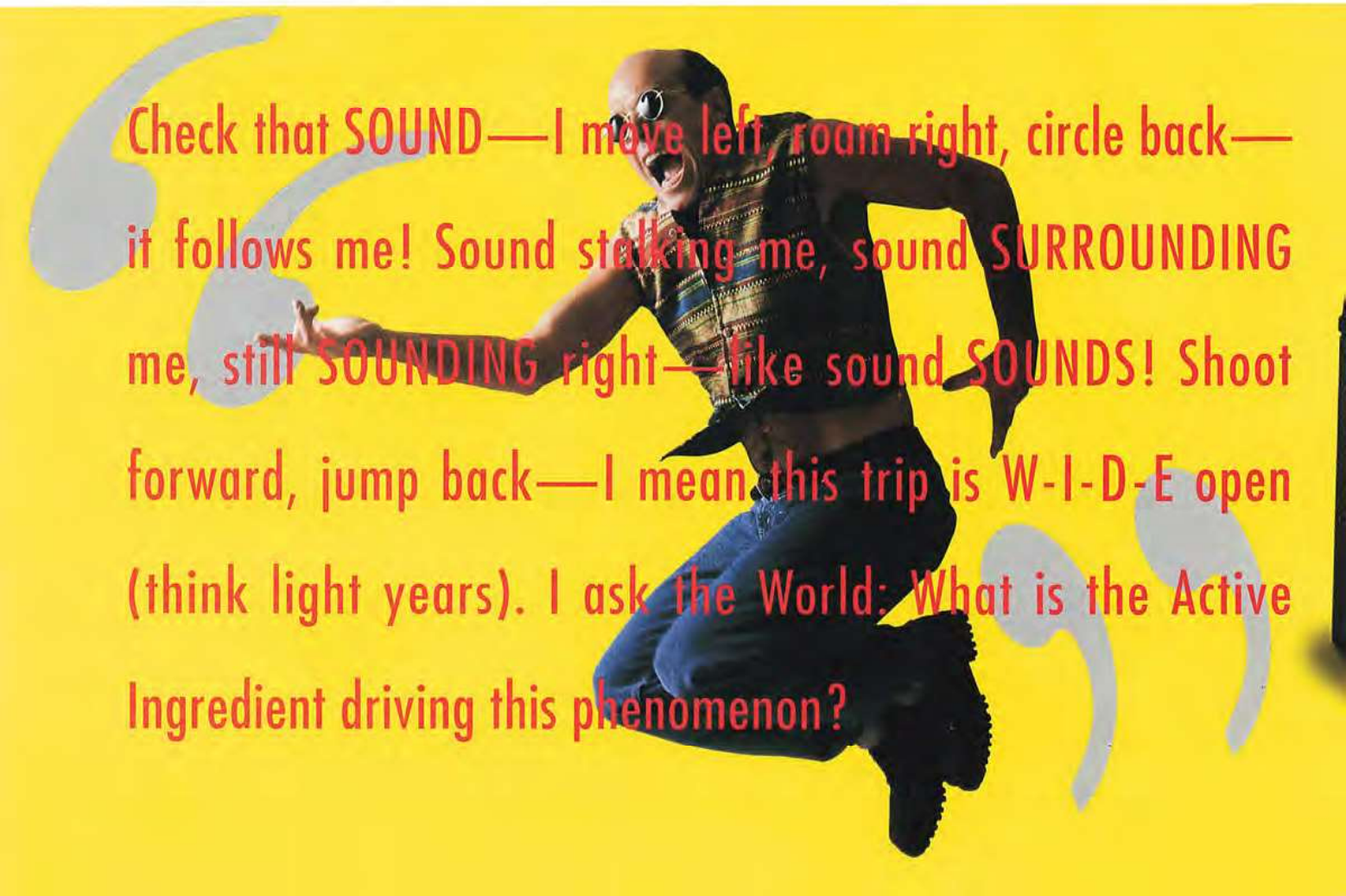
GERALD GALLEGOS

Mark Seay's touchdown catch beat the Dolphins.

The Steelers won more easily this time. Playing at home, they scored on their first three drives for a 17-0 lead, stretched it to 24-3 at halftime, and put Cleveland away 29-9.

"I've never been around a better half of football than we played in the first half," Pittsburgh coach Bill Cowher said.

The second half wasn't bad


Check that SOUND—I move left, roam right, circle back—
it follows me! Sound stalking me, sound SURROUNDING
me, still SOUNDING right—like sound SOUNDS! Shoot
forward, jump back—I mean this trip is W-I-D-E open
(think light years). I ask the World: What is the Active
Ingredient driving this phenomenon?

either. In all, the Steelers outgained the Browns 424-186, led in first downs 23-10, and controlled the ball more than 42 minutes. Their victory sent them to the AFC title game for the first time since 1984.

Pittsburgh battered the Browns for 238 yards rushing, including 133 by Barry Foster and 60 by rookie Byron (Bam) Morris. Fullback John L. Williams broke two tackles on a 26-yard touchdown run, and Neil O'Donnell threw short touchdown passes to Eric Green and Yancey Thigpen. Safety Carnell Lake sacked Vinny Testaverde for a safety.

Rookie William Floyd ran for 3 49ers touchdowns.

BOB ROSATO

NFC DIVISIONAL PLAYOFF GAMES

49ers Stay Hot—Ricky Watters was blunt.

"When we play as a total team," the 49ers' running back said, "I don't think anybody can beat us."

Certainly not the Bears on a windy, rainy day in Candlestick Park. Moving the ball at will on offense and playing relentlessly on defense, San Francisco rolled to a 30-3 halftime lead and routed Chicago 44-15.

The Bears led 3-0 on Kevin Butler's 39-yard field goal just 3:58 into the game, but the 49ers scored on their next six series (37 consecutive points) to reach the NFC Championship Game for the sixth time in seven years. It was their eleventh win in their last 12 games.

Leading the way, as usual, was Steve Young, who passed 8 yards to tight end Brent Jones for 1 touchdown and scrambled 6 yards for another. In all, Young completed 16 of 22 passes and ran 5 times for 32 yards, before leaving the game midway through the third quarter.

Watters rushed for 55 yards, and rookie fullback William Floyd scored on 2-, 4-, and 1-yard runs. On defense, cornerback Eric Davis and safety Merton Hanks set up 10 points with interceptions of Steve Walsh passes. End Tim Harris had 2 of the 49ers' 4 sacks.

"I didn't see much of anything we did wrong," San Francisco coach George Seifert said. "We're pleased with our first step, but we know we have to crank it up."

Familiar Faces—Seifert wasn't kidding about the 49ers cranking it up. Standing in their way again were the two-time Super Bowl-champion Dallas Cowboys.

The Cowboys, who beat the 49ers in the NFC title game the last two years, rode Troy Aikman's right arm to a 35-9 victory over Green Bay in Texas Stadium, snapping the Packers' four-game winning streak.

"They played like world champions today," Packers quarterback Brett Favre said. "The Cowboys played as well as they can play."

And they did it, for the most part, without running back Emmitt Smith, who left late in the first quarter (with Dallas ahead 14-3) after aggravating a hamstring injury.

But Aikman passed for 2 touchdowns and a club playoff-record 337 yards, including a 94-yard touchdown strike to Alvin Harper, the longest offensive touchdown in NFL playoff history.

Harper (108 yards) was one of three Dallas receivers with more than 100 yards, joining Michael Irvin (111) and tight end Jay Novacek (104). Novacek's 11 catches set a Dallas playoff record.

Kevin Williams ignited a pair of touchdown drives with 36- and 39-yard kickoff returns. Blair Thomas replaced Smith and rushed for 70 yards and 2 touchdowns.

it's the TWEETER, Kevin.

RING THE BELL!! on Archive.org

Surround yourself with the Wide-Angle Sound℠ of Linaeum®-design compact speaker systems by Optimus®. The secret ingredient? The revolutionary True Line-Source Driver™ tweeter, which radiates wide-open, crystal-clear sound unlike anything the world has ever experienced.

Starting at $99.99 each.

OPTIMUS WIDE-ANGLE℠ SOUND by LINAEUM®

Exclusively at Radio Shack®

You've got questions. We've got answers.℠

JANUARY 15

Jerry Rice dashed Dallas's hopes with this 28-yard score just before halftime.

AP/WIDE WORLD PHOTOS

NFC Championship

They're Ba-a-a-ck—The Team of the Eighties was going to a Super Bowl in 1995.

And, after the game that got them there, 49ers quarterback Steve Young said he was ready to celebrate San Francisco's fifth Super Bowl trip right now.

"Even for a Mormon guy, I swear it's going to be fun," he said with a laugh.

In the first quarter of a long-awaited showdown with the Cowboys in Candlestick Park, it already had been great fun for the 49ers.

San Francisco, which lost to Dallas in the NFC Championship Game the previous two seasons, streaked to a 21-0 lead halfway through the first period. The 49ers then answered every challenge by the Cowboys to put away the two-time Super Bowl champions 38-28. Dallas was trying to become the first team to win three consecutive Super Bowls.

The Cowboys killed themselves with 5 turnovers (the 49ers had only 1)—with the first 3 setting up those 21 points in the game's first 7 minutes 27 seconds.

"We fell behind 21-0, and it's like spotting Carl Lewis twenty yards in a hundred-yard dash," said Dallas's Emmitt Smith. "We played with a lot of heart—but the hole was too deep."

Dallas never got closer than 10 points after that, despite a 380-yard passing day by quarterback Troy Aikman, and a club playoff-record 12 catches for 192 yards, plus 2 touchdowns (44 and 10 yards), by Michael Irvin. Smith, who had reinjured his left hamstring against Green Bay the week before, rushed for 74 yards and 2 scores, before he pulled his right hamstring early in the fourth quarter.

During the regular season, the 49ers were second in the NFL in total offense, but it was their defense that ignited the first-quarter explosion.

On the game's third play, cornerback Eric Davis picked off a pass by Aikman and dashed 44 yards for a touchdown.

On the next series, Davis forced a fumble, and safety Tim McDonald recovered at the Dallas 39. Young then floated a 29-yard touchdown pass to running back Ricky Watters.

And finally, rookie kicker Doug Brien recovered a fumble by Kevin Williams at the Dallas 35 on the ensuing kickoff (forced by reserve fullback Adam Walker). San Francisco drove to a 1-yard scoring run by rookie fullback William Floyd.

But Young thought the 49ers' critical score came just before halftime—set up by a 23-yard punt by the Cowboys' John Jett.

With just eight seconds left in the first half and the lead shaved to 24-14, Young hit Jerry Rice with a perfect 28-yard touchdown pass in the left corner of the end zone for a 31-14 halftime lead.

"That was the big play of the game," Young said.

AFC Championship

Cardiac Kids—For the second week in a row, the Chargers appeared on their way to a loss. Instead, they were on their way to the Super Bowl.

"We've been underdogs all the way through the season," San Diego linebacker Junior Seau said. "But the character on this squad is enormous. You just can't measure it."

What you could measure was the final score, and it showed that San Diego had rallied in the fourth quarter to stun Pittsburgh 17-13 and earn the first Super Bowl bid in club history.

A week earlier, the Chargers trailed the Dolphins 21-6 at halftime of the divisional playoff game, but rallied in the last minute to win 22-21.

This time, on a rainy day in Pittsburgh, where they had lost six games in a row and nine of 10 overall, the Chargers trailed the Steelers 13-3 in the third quarter. But Stan Humphries, who threw the winning pass the week before, did it again.

The San Diego quarterback fired a pair of 43-yard touchdown passes—the first to tight end Alfred Pupunu in the third quarter after a great run fake, and the second on a strike to Tony Martin over cornerback Tim McKyer at the goal line with 5:13 left that decided the game. The winning drive went 80 yards.

But the Chargers' defense in general, and linebacker Dennis Gibson, in particular, saved the game.

On the next series, Pittsburgh took the ball on its 17 and surged 80 yards as Neil O'Donnell completed his first 7 passes on the drive and 8 of his first 9. (For the day, O'Donnell passed for 349 yards, setting AFC title-game records with 32 completions and 54 attempts.)

But at the San Diego 3, with 1:04 left, Gibson dived to knock down O'Donnell's fourth-down pass intended for Barry Foster in the end zone.

"I got the ball in my hand," Gibson said, "and I realized we were going to the Super Bowl."

It was Gibson's second deflection in three plays. On second down, from the 10, he broke up a pass intended for tight end Eric Green.

The shocked Steelers, who had won eight consecutive games at home, had one-sided edges in first downs (22-13), total yards (415-226), and plays (80-47), and controlled the ball for more than 37 minutes.

But San Diego stifled the Pittsburgh running game, which led the NFL in the regular season. With Seau making 16 tackles, the Steelers were held to 66 yards, including 47 on 20 carries by Foster.

O'Donnell passed 16 yards to fullback John L. Williams in the first quarter for the Steelers' only touchdown. Gary Anderson kicked 2 field goals.

"It's a very empty feeling," Pittsburgh coach Bill Cowher said.

Tony Martin cradles the winning touchdown.

AP/WIDE WORLD PHOTOS

FOOTBALL FAN FAVORITES

© 1994 Hunt-Wesson, Inc. 9639 K

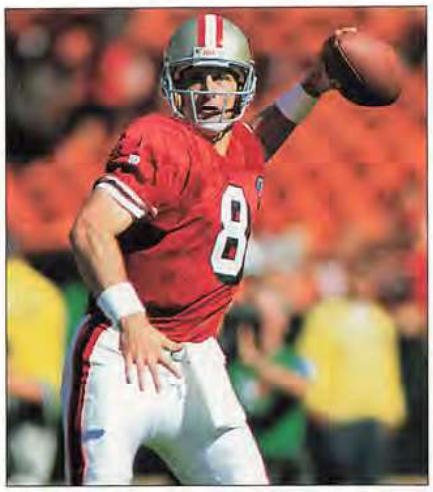
INDIVIDUAL STATISTICS

AFC LEADING PASSERS

	Att	Comp	Pct Comp	Yds	Avg Gain	TD	Pct TD	Lg	Int	Pct Int	Rating Points
Dan Marino, Miami	615	385	62.6	4453	7.24	30	4.9	64t	17	2.8	89.2
John Elway, Denver	494	307	62.1	3490	7.06	16	3.2	63	10	2.0	85.7
Jim Kelly, Buffalo	448	285	63.6	3114	6.95	22	4.9	83t	17	3.8	84.6
Joe Montana, Kansas City	493	299	60.6	3283	6.66	16	3.2	57t	9	1.8	83.6
Stan Humphries, San Diego	453	264	58.3	3209	7.08	17	3.8	99t	12	2.6	81.6
Jeff Hostetler, L.A. Raiders	454	263	57.9	3334	7.34	20	4.4	77t	16	3.5	81.0
Neil O'Donnell, Pittsburgh	370	212	57.3	2443	6.60	13	3.5	60t	9	2.4	78.9
Boomer Esiason, N.Y. Jets	440	255	58.0	2782	6.32	17	3.9	69	13	3.0	77.3
Jeff Blake, Cincinnati	306	156	51.0	2154	7.04	14	4.6	76	9	2.9	76.9
Drew Bledsoe, New England	691	400	57.9	4555	6.59	25	3.6	62t	27	3.9	73.6

NFC LEADING PASSERS

	Att	Comp	Pct Comp	Yds	Avg Gain	TD	Pct TD	Lg	Int	Pct Int	Rating Points
Steve Young, San Francisco	461	324	70.3	3969	8.61	35	7.6	69t	10	2.2	112.8
Brett Favre, Green Bay	582	363	62.4	3882	6.67	33	5.7	49	14	2.4	90.7
Jim Everett, New Orleans	540	346	64.1	3855	7.14	22	4.1	78t	18	3.3	84.9
Troy Aikman, Dallas	361	233	64.5	2676	7.41	13	3.6	90	12	3.3	84.9
Jeff George, Atlanta	524	322	61.5	3734	7.13	23	4.4	85t	18	3.4	83.3
Craig Erickson, Tampa Bay	399	225	56.4	2919	7.32	16	4.0	71t	10	2.5	82.5
Warren Moon, Minnesota	601	371	61.7	4264	7.09	18	3.0	65t	19	3.2	79.9
Steve Walsh, Chicago	343	208	60.6	2078	6.06	10	2.9	50	8	2.3	77.9
Randall Cunningham, Phil.	490	265	54.1	3229	6.59	16	3.3	93	13	2.7	74.4
Chris Miller, L.A. Rams	317	173	54.6	2104	6.64	16	5.0	54	14	4.4	73.6



PETER BROUILLET

Steve Young, record-setting passer

AFC LEADING RUSHERS

	Att	Yards	Avg	Lg	TD
Chris Warren, Seattle	333	1545	4.6	41	9
Natrone Means, San Diego	343	1350	3.9	25	12
Marshall Faulk, Indianapolis	314	1282	4.1	52	11
Thurman Thomas, Buffalo	287	1093	3.8	29	7
Harvey Williams, L.A. Raiders	282	983	3.5	28	4
Johnny Johnson, N.Y. Jets	240	931	3.9	90	3
Leroy Hoard, Cleveland	209	890	4.3	39	5
Bernie Parmalee, Miami	216	868	4.0	47t	6
Barry Foster, Pittsburgh	216	851	3.9	29t	5
Byron (Bam) Morris, Pittsburgh	198	836	4.2	20	7

NFC LEADING RUSHERS

	Att	Yards	Avg	Lg	TD
Barry Sanders, Detroit	331	1883	5.7	85	7
Emmitt Smith, Dallas	368	1484	4.0	46	21
Rodney Hampton, N.Y. Giants	327	1075	3.3	27t	6
Terry Allen, Minnesota	255	1031	4.0	45	8
Jerome Bettis, L.A. Rams	319	1025	3.2	19	3
Errict Rhett, Tampa Bay	284	1011	3.6	27	7
Lewis Tillman, Chicago	275	899	3.3	25t	7
Ricky Watters, San Francisco	239	877	3.7	23	6
Ron Moore, Arizona	232	780	3.4	24	4
Craig Heyward, Atlanta	183	779	4.3	17	7

AFC LEADING SCORERS, TOUCHDOWNS

	TD	Rush	Rec	Ret	Pts
Marshall Faulk, Indianapolis	12	11	1	0	72
Natrone Means, San Diego	12	12	0	0	72
Chris Warren, Seattle	11	9	2	0	68
Carl Pickens, Cincinnati	11	0	11	0	66
Tim Brown, L.A. Raiders	9	0	9	0	54
Leroy Hoard, Cleveland	9	5	4	0	54
Leonard Russell, Denver	9	9	0	0	54
Thurman Thomas, Buffalo	9	7	2	0	54
Marion Butts, New England	8	8	0	0	48
Andre Reed, Buffalo	8	0	8	0	48

NFC LEADING SCORERS, TOUCHDOWNS

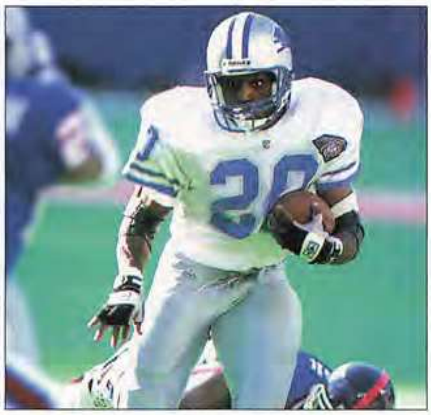
	TD	Rush	Rec	Ret	Pts
Emmitt Smith, Dallas	22	21	1	0	132
Sterling Sharpe, Green Bay	18	0	18	0	108
Jerry Rice, San Francisco	15	2	13	0	92
Terance Mathis, Atlanta	11	0	11	0	70
Herman Moore, Detroit	11	0	11	0	66
Ricky Watters, San Francisco	11	6	5	0	66
Brent Jones, San Francisco	9	0	9	0	56
Edgar Bennett, Green Bay	9	5	4	0	54
Terry Allen, Minnesota	8	8	0	0	50
Andre Rison, Atlanta	8	0	8	0	50

AFC LEADING SCORERS, KICKING

	PAT	FG	Lg	Pts
John Carney, San Diego	33/33	34/38	50	135
Jason Elam, Denver	29/29	30/37	54	119
Matt Bahr, New England	36/36	27/34	48	117
Steve Christie, Buffalo	38/38	24/28	52	110
Matt Stover, Cleveland	32/32	26/28	45	110
Doug Pelfrey, Cincinnati	24/25	28/33	54	108
Pete Stoyanovich, Miami	35/35	24/31	50	107
Lin Elliott, Kansas City	30/30	25/30	49	105
Gary Anderson, Pittsburgh	32/32	24/29	50	104
Jeff Jaeger, L.A. Raiders	31/31	22/28	51	97

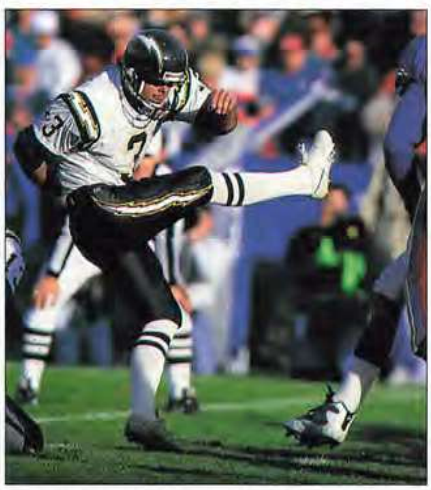
NFC LEADING SCORERS, KICKING

	PAT	FG	Lg	Pts
Fuad Reveiz, Minnesota	30/30	34/39	51	132
Morten Andersen, New Orleans	32/32	28/39	48	116
Chris Boniol, Dallas	48/48	22/29	47	114
Doug Brien, San Francisco	60/62	15/20	48	105
Chris Jacke, Green Bay	41/43	19/26	50	98
Eddie Murray, Philadelphia	33/33	21/25	42	96
Norm Johnson, Atlanta	32/32	21/25	50	95
Jason Hanson, Detroit	39/40	18/27	49	93
Chip Lohmiller, Washington	30/32	20/28	54	90
Michael Husted, Tampa Bay	20/20	23/35	53	89



JIM TURNER

Barry Sanders, NFL rushing leader



John Carney, NFL scoring champion

TOM CROKE

AFC LEADING RECEIVERS

	No	Yds	Avg	Lg	TD
Ben Coates, New England	96	1174	12.2	62t	7
Andre Reed, Buffalo	90	1303	14.5	83t	8
Tim Brown, L.A. Raiders	89	1309	14.7	77t	9
Shannon Sharpe, Denver	87	1010	11.6	44	4
Brian Blades, Seattle	81	1086	13.4	45	4
Rob Moore, N.Y. Jets	78	1010	12.9	41t	6
Glyn Milburn, Denver	77	549	7.1	33	3
Michael Timpson, New England	74	941	12.7	37	3
Irving Fryar, Miami	73	1270	17.4	54t	7
Carl Pickens, Cincinnati	71	1127	15.9	70t	11

NFC LEADING RECEIVERS

	No	Yds	Avg	Lg	TD
Cris Carter, Minnesota	122	1256	10.3	65t	7
Jerry Rice, San Francisco	112	1499	13.4	69t	13
Terance Mathis, Atlanta	111	1342	12.1	81	11
Sterling Sharpe, Green Bay	94	1119	11.9	49	18
Jake Reed, Minnesota	85	1175	13.8	59	4
Quinn Early, New Orleans	82	894	10.9	33	4
Andre Rison, Atlanta	81	1088	13.4	69t	8
Michael Irvin, Dallas	79	1241	15.7	65t	6
Fred Barnett, Philadelphia	78	1127	14.4	54	5
Edgar Bennett, Green Bay	78	546	7.0	40	4

AFC LEADING PUNTERS

	No	Yds	Lg	Avg
Jeff Gossett, L.A. Raiders	77	3377	65	43.9
Lee Johnson, Cincinnati	79	3461	64	43.8
Rick Tuten, Seattle	91	3905	64	42.9
Tom Rouen, Denver	76	3258	59	42.9
Rich Camarillo, Houston	96	4115	58	42.9
Rohn Stark, Indianapolis	73	3092	60	42.4
Louie Aguiar, Kansas City	85	3582	61	42.1
Brian Hansen, N.Y. Jets	84	3534	64	42.1
Chris Mohr, Buffalo	67	2799	71	41.8
Bryan Wagner, San Diego	65	2705	59	41.6

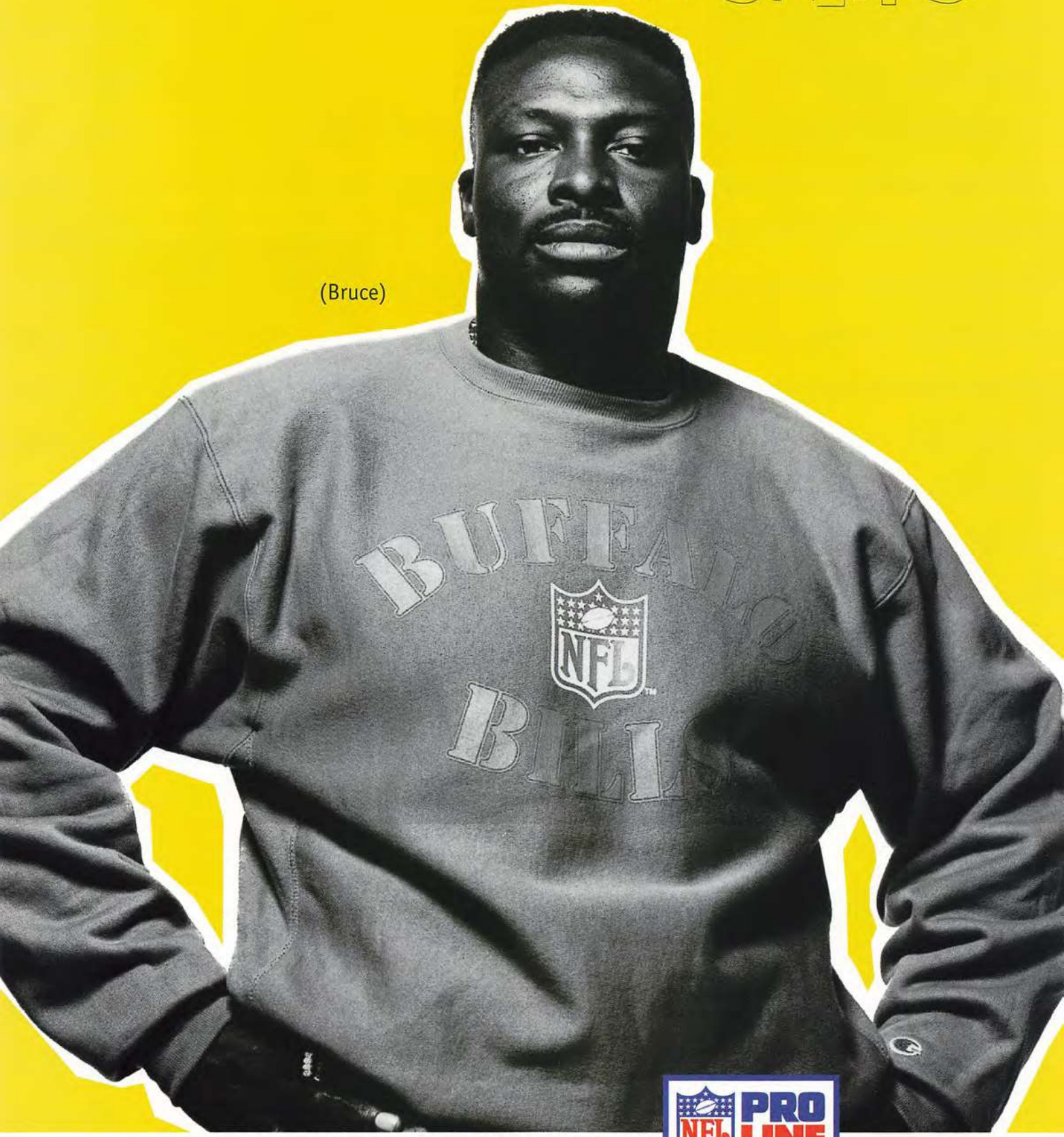
NFC LEADING PUNTERS

	No	Yds	Lg	Avg
Sean Landeta, L.A. Rams	78	3494	62	44.8
Reggie Roby, Washington	82	3639	65	44.4
Greg Montgomery, Detroit	63	2782	64	44.2
Tommy Barnhardt, New Orleans	67	2920	57	43.6
Mike Saxon, Minnesota	77	3301	67	42.9
John Jett, Dallas	70	2935	58	41.9
Mike Horan, N.Y. Giants	85	3521	63	41.4
Klaus Wilmsmeyer, San Francisco	54	2235	60	41.4
Craig Hentrich, Green Bay	81	3351	70	41.4
Bryan Barker, Philadelphia	66	2696	67	40.8

AFC LEADING PUNT RETURNERS

	No	Yds	Avg	Lg	TD
Darrien Gordon, San Diego	36	475	13.2	90t	2
Tim Brown, L.A.Raiders	40	487	12.2	48	0
Corey Sawyer, Cincinnati	26	307	11.8	82t	1
Jeff Burris, Buffalo	32	332	10.4	57	0
Eric Metcalf, Cleveland	35	348	9.9	92t	2
Glyn Milburn, Denver	41	379	9.2	44	0
Clifford Hicks, N.Y. Jets	38	342	9.0	26	0
Kelvin Martin, Seattle	33	280	8.5	23	0
Troy Brown, New England	24	202	8.4	38	0
Rod Woodson, Pittsburgh	39	319	8.2	42	0

KEEP UP WITH THE SMITHS



WEAR THE CLOTHES OF THE PROS

NFL PRO LINE AUTHENTIC™

AJD, Antigua, Apex, Bike, Champion, Easton, E-Z Gard, Franklin, Logo Athletic, Maxit, Neumann, Pine Hosiery, Riddell, Reebok, Rossmor, Russell, Saranac, Sports Specialties, Starter, Wilson, Zubaz.

INDIVIDUAL STATISTICS

CHUCK SOLOMAN

Randy Baldwin, top AFC kickoff returner

NFC LEADING PUNT RETURNERS

	No	Yds	Avg	Lg	TD
Brian Mitchell, Washington	32	452	14.1	78t	2
Dave Meggett, N.Y. Giants	26	323	12.4	68t	2
Mel Gray, Detroit	21	233	11.1	24	0
Vernon Turner, Tampa Bay	21	218	10.4	80t	1
Jeff Sydner, Philadelphia	40	381	9.5	49	0
Kevin Williams, Dallas	39	349	8.9	83t	1
Robert Brooks, Green Bay	40	352	8.8	85t	1
Dexter Carter, San Francisco	38	321	8.4	26	0
Patrick Robinson, Arizona	41	285	7.0	23	0
Tyrone Hughes, New Orleans	21	143	6.8	35	0

AFC LEADING KICKOFF RETURNERS

	No	Yds	Avg	Lg	TD
Randy Baldwin, Cleveland	28	753	26.9	85t	1
Andre Coleman, San Diego	49	1293	26.4	90t	2
Jon Vaughn, Seattle-Kansas City	33	829	25.1	93t	2
Butler By'Not'e, Denver	24	545	22.7	41	0
Ron Dickerson, Kansas City	21	472	22.5	62	0
Ronald Humphrey, Indianapolis	35	783	22.4	95t	1
Yonel Jourdain, Buffalo	27	601	22.3	42	0
Eric Ball, Cincinnati	42	915	21.8	43	0
Aaron Glenn, N.Y. Jets	27	582	21.6	45	0
Raghib Ismail, L.A. Raiders	43	923	21.5	51	0

NFC LEADING KICK RETURNERS

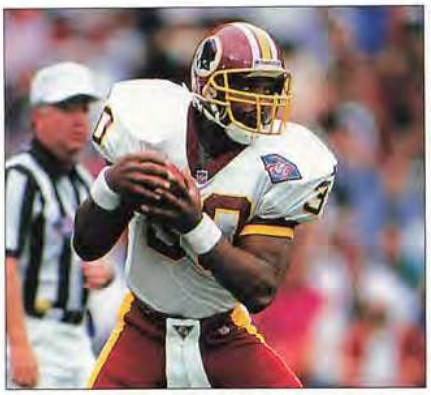
	No	Yds	Avg	Lg	TD
Mel Gray, Detroit	45	1276	28.4	102t	3
Herschel Walker, Philadelphia	21	581	27.7	94t	1
Kevin Williams, Dallas	43	1148	26.7	87t	1
Brian Mitchell, Washington	58	1478	25.5	86	0
Nate Lewis, Chicago	35	874	25.0	55	0
Tyrone Hughes, New Orleans	63	1556	24.7	98t	2
Todd Kinchen, L.A. Rams	21	510	24.3	46	0
Clarence Verdin, Atlanta	44	1026	23.3	69	0
David Lang, L.A. Rams	27	626	23.2	57	0
Qadry Ismail, Minnesota	35	807	23.1	61	0

AFC LEADING INTERCEPTORS

	Int	Yds	Lg	TD
Eric Turner, Cleveland	9	199	93t	1
Ray Buchanan, Indianapolis	8	221	90t	3
Darren Perry, Pittsburgh	7	112	42	0
Terry McDaniel, L.A. Raiders	7	103	35	2
Maurice Hurst, New England	7	68	24	0
Marcus Turner, N.Y. Jets	5	155	90t	1
Troy Vincent, Miami	5	113	58t	1
James Hasty, N.Y. Jets	5	90	40	0
Darryll Lewis, Houston	5	57	20	0

NFC LEADING INTERCEPTORS

	Int	Yds	Lg	TD
Aeneas Williams, Arizona	9	89	43	0
Merton Hanks, San Francisco	7	93	38	0
Deion Sanders, San Francisco	6	303	93t	3
Greg Jackson, Philadelphia	6	86	55t	1
Vinnie Clark, Atlanta-New Orleans	5	149	74	0
Darren Woodson, Dallas	5	140	94t	1
James Washington, Dallas	5	43	25	0
Terrell Buckley, Green Bay	5	38	26	0
Donnell Woolford, Chicago	5	30	25	0
Jimmy Spencer, New Orleans	5	24	11	0
D.J. Johnson, Atlanta	5	0	0	0



ALLEN KEE

Brian Mitchell, NFC kickoff-return leader

JOHN REID

Eric Turner, AFC interception leader

1995 PRO BOWL ROSTERS

AMERICAN FOOTBALL CONFERENCE

OFFENSE

Wide Receivers
*Tim Brown, *L.A. Raiders*
*Andre Reed, *Buffalo*
Irving Fryar, *Miami*
Rob Moore, *N.Y. Jets*

Tackles
*Richmond Webb, *Miami*
*Bruce Armstrong, *New England*
Gary Zimmerman, *Denver*

Guards
*Keith Sims, *Miami*
*Steve Wisniewski, *L.A. Raiders*
Duval Love, *Pittsburgh*

Centers
*Dermontti Dawson, *Pittsburgh*
Bruce Matthews, *Houston*

Tight Ends
*Ben Coates, *New England*
Shannon Sharpe, *Denver*

Quarterbacks
*Dan Marino, *Miami*
John Elway, *Denver*
Drew Bledsoe, *New England*

Running Backs
*Marshall Faulk, *Indianapolis*
*Natrone Means, *San Diego*
Chris Warren, *Seattle*

Fullback
Leroy Hoard, *Cleveland*

DEFENSE

Ends
*Bruce Smith, *Buffalo*
*Leslie O'Neal, *San Diego*
Neil Smith, *Kansas City*

Tackles
*Michael Dean Perry, *Cleveland*
*Cortez Kennedy, *Seattle*
Chester McGlockton, *L.A. Raiders*

Outside Linebackers
*Derrick Thomas, *Kansas City*
*Greg Lloyd, *Pittsburgh*
Kevin Greene, *Pittsburgh*

Inside Linebackers
*Junior Seau, *San Diego*
Bryan Cox, *Miami*

Cornerbacks
*Rod Woodson, *Pittsburgh*
*Terry McDaniel, *L.A. Raiders*
Dale Carter, *Kansas City*

Safeties
*Carnell Lake, *Pittsburgh*
*Eric Turner, *Cleveland*
Steve Atwater, *Denver*

SPECIALISTS

Punter
Rick Tuten, *Seattle*

Kicker
John Carney, *San Diego*

Kick Returner
Eric Metcalf, *Cleveland*

Special Teamer
Steve Tasker, *Buffalo*

**denotes starter*

NATIONAL FOOTBALL CONFERENCE

OFFENSE

Wide Receivers
*Jerry Rice, *San Francisco*
*Cris Carter, *Minnesota*
Sterling Sharpe, *Green Bay*
Michael Irvin, *Dallas*

Tackles
*William Roaf, *New Orleans*
*Lomas Brown, *Detroit*
Mark Tuinei, *Dallas*

Guards
*Nate Newton, *Dallas*
*Randall McDaniel, *Minnesota*
Jesse Sapolu, *San Francisco*

Centers
*Mark Stepnoski, *Dallas*
Bart Oates, *San Francisco*

Tight Ends
*Brent Jones, *San Francisco*
Jay Novacek, *Dallas*

Quarterbacks
*Steve Young, *San Francisco*
Troy Aikman, *Dallas*
Warren Moon, *Minnesota*

Running Backs
*Emmitt Smith, *Dallas*
*Barry Sanders, *Detroit*
Jerome Bettis, *L.A. Rams*

Fullback
Daryl Johnston, *Dallas*

DEFENSE

Ends
*Reggie White, *Green Bay*
*Charles Haley, *Dallas*
William Fuller, *Philadelphia*

Tackles
*John Randle, *Minnesota*
*Leon Lett, *Dallas*
Dana Stubblefield, *San Francisco*

Outside Linebackers
*Ken Harvey, *Washington*
*Bryce Paup, *Green Bay*
Seth Joyner, *Arizona*

Inside Linebackers
*Chris Spielman, *Detroit*
Jessie Tuggle, *Atlanta*

Cornerbacks
*Deion Sanders, *San Francisco*
*Aeneas Williams, *Arizona*
Eric Allen, *Philadelphia*

Safeties
*Darren Woodson, *Dallas*
*Merton Hanks, *San Francisco*
Tim McDonald, *San Francisco*

SPECIALISTS

Punter
Reggie Roby, *Washington*

Kicker
Fuad Reveiz, *Minnesota*

Kick Returner
Mel Gray, *Detroit*

Special Teamer
Elbert Shelley, *Atlanta*

**denotes starter*

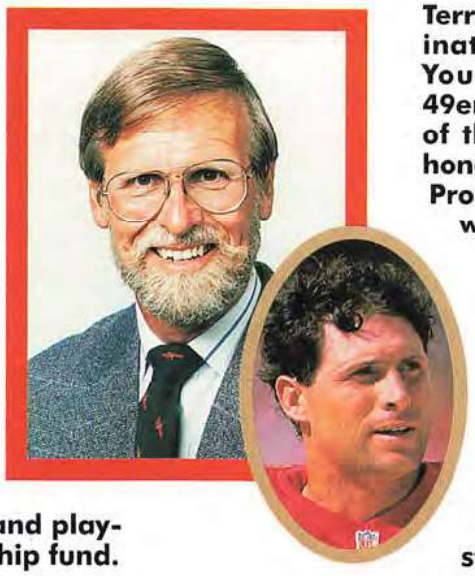
THANKS, TEACH!

NFL PLAYERS HAVE HEROES, TOO

The NFL Teacher of the Month Award gives NFL players a chance to thank the men and women who inspired them as youngsters in the classroom.

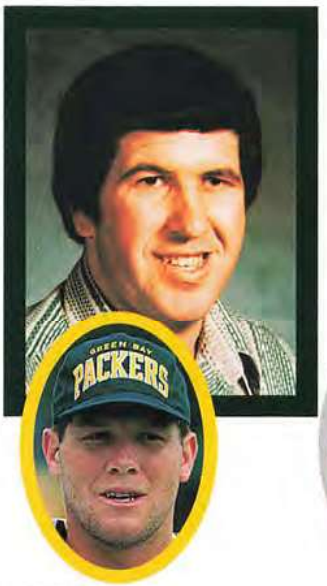
Each year, NFL players nominate their former school teachers...and every month during the NFL season one of these educators is honored as the NFL Teacher of the Month.

Presented here are the four monthly winners (below) from 1994 and the former students (now NFL players) who nominated them. Each teacher received a $2,500 grant from the NFL, and the school where the teacher and player met was presented a $5,000 scholarship fund.



Terry Lowe (left), who was nominated by quarterback Steve Young of the San Francisco 49ers, is the 1994 NFL Teacher of the Year. Mr. Lowe will be honored at this year's AFC-NFC Pro Bowl in Honolulu, Hawaii, where he will be presented with a $5,000 grant. His school, Greenwich High School in Greenwich, Connecticut, will receive a $10,000 scholarship fund.

Congratulations from the National Football League to all of America's outstanding teachers!



SEPTEMBER
Teacher: **Billy Ray Dedeaux**
Hancock North Central
Elementary School
Kiln, Mississippi
Player: **Brett Favre,**
Green Bay Packers

OCTOBER
Teacher: **Susie Austin**
Piper High School
Sunrise, Florida
Players: **Bennie Blades,** Detroit Lions
Brian Blades, Seattle Seahawks

NOVEMBER
Teacher: **Steven Haderlie**
Springville High School
Springville, Utah
Player: **Scott Mitchell,**
Detroit Lions

DECEMBER
Teacher: **Beth Greenway**
Parkview High School
Little Rock, Arkansas
Player: **Keith Jackson,**
Miami Dolphins

The NFL Teacher of the Month Award **Saluting Excellence in Education!**

1994 REPLAY

AFC RESULTS AND STANDINGS

BUFFALO BILLS

Sept. 4	NEW YORK JETS	3-23
Sept. 11	at New England	38-35
Sept. 18	at Houston	15-7
Sept. 26	DENVER (Mon.)	27-20
Oct. 2	at Chicago	13-20
Oct. 9	MIAMI	21-11
Oct. 16	INDIANAPOLIS	17-27
Oct. 23	Open Date	
Oct. 30	KANSAS CITY	44-10
Nov. 6	at New York Jets	17-22
Nov. 14	at Pittsburgh (Mon.)	10-23
Nov. 20	GREEN BAY	29-20
Nov. 24	at Detroit (Thanks.)	21-35
Dec. 4	at Miami	42-31
Dec. 11	MINNESOTA	17-21
Dec. 18	NEW ENGLAND	17-41
Dec. 24	at Indianapolis	9-10

CINCINNATI BENGALS

Sept. 4	CLEVELAND	28-20
Sept. 11	at San Diego	10-27
Sept. 18	NEW ENGLAND	28-31
Sept. 25	at Houston	13-20
Oct. 2	MIAMI	7-23
Oct. 9	Open Date	
Oct. 16	at Pittsburgh	10-14
Oct. 23	at Cleveland	13-37
Oct. 30	DALLAS	20-23
Nov. 6	at Seattle*	20-17
Nov. 13	HOUSTON	34-31
Nov. 20	INDIANAPOLIS	13-17
Nov. 27	at Denver	13-15
Dec. 4	PITTSBURGH	15-38
Dec. 11	at New York Giants	20-27
Dec. 18	at Arizona	7-28
Dec. 24	PHILADELPHIA	33-30

CLEVELAND BROWNS

Sept. 4	at Cincinnati	28-20
Sept. 11	PITTSBURGH	10-17
Sept. 18	ARIZONA	32-0
Sept. 25	at Indianapolis	21-14
Oct. 2	NEW YORK JETS	27-7
Oct. 9	Open Date	
Oct. 13	at Houston (Thurs.)	11-8
Oct. 23	CINCINNATI	37-13
Oct. 30	at Denver	14-26
Nov. 6	NEW ENGLAND	13-6
Nov. 13	at Philadelphia	26-7
Nov. 20	at Kansas City	13-20
Nov. 27	HOUSTON	34-10
Dec. 4	NEW YORK GIANTS	13-16
Dec. 10	at Dallas (Sat.)	19-14
Dec. 18	at Pittsburgh	7-17
Dec. 24	SEATTLE	35-9

DENVER BRONCOS

Sept. 4	SAN DIEGO	34-37
Sept. 11	at New York Jets*	22-25
Sept. 18	L.A. RAIDERS	16-48
Sept. 26	at Buffalo (Mon.)	20-27
Oct. 2	Open Date	
Oct. 9	at Seattle	16-9
Oct. 17	KANSAS CITY (Mon.)	28-31
Oct. 23	at San Diego	20-15
Oct. 30	CLEVELAND	26-14
Nov. 6	at Los Angeles Rams	21-27
Nov. 13	SEATTLE	17-10
Nov. 20	ATLANTA	32-28
Nov. 27	CINCINNATI	15-13
Dec. 4	at Kansas City*	20-17
Dec. 11	at Los Angeles Raiders	13-23
Dec. 17	at San Francisco (Sat.)	19-42
Dec. 24	NEW ORLEANS	28-30

HOUSTON OILERS

Sept. 4	at Indianapolis	21-45
Sept. 11	at Dallas	17-20
Sept. 18	BUFFALO	7-15
Sept. 25	CINCINNATI	20-13
Oct. 3	at Pittsburgh (Mon.)	14-30
Oct. 9	Open Date	
Oct. 13	CLEVELAND (Thurs.)	8-11
Oct. 24	at Philadelphia (Mon.)	6-21
Oct. 30	at Los Angeles Raiders	14-17
Nov. 6	PITTSBURGH*	9-12
Nov. 13	at Cincinnati	31-34
Nov. 21	N.Y. GIANTS (Mon.)	10-13
Nov. 27	at Cleveland	10-34
Dec. 4	ARIZONA	12-30
Dec. 11	SEATTLE	14-16
Dec. 18	at Kansas City	9-31
Dec. 24	NEW YORK JETS	24-10

INDIANAPOLIS COLTS

Sept. 4	HOUSTON	45-21
Sept. 11	at Tampa Bay	10-24
Sept. 18	at Pittsburgh	21-31
Sept. 25	CLEVELAND	14-21
Oct. 2	SEATTLE	17-15
Oct. 9	at New York Jets	6-16
Oct. 16	at Buffalo	27-17
Oct. 23	WASHINGTON	27-41
Oct. 30	NEW YORK JETS	28-25
Nov. 6	at Miami	21-22
Nov. 13	Open Date	
Nov. 20	at Cincinnati	17-13
Nov. 27	NEW ENGLAND	10-12
Dec. 4	at Seattle	31-19
Dec. 11	at New England	13-28
Dec. 18	MIAMI	10-6
Dec. 24	BUFFALO	10-9

KANSAS CITY CHIEFS

Sept. 4	at New Orleans	30-17
Sept. 11	SAN FRANCISCO	24-17
Sept. 18	at Atlanta	30-10
Sept. 25	LOS ANGELES RAMS	0-16
Oct. 2	Open Date	
Oct. 9	at San Diego	6-20
Oct. 17	at Denver (Mon.)	31-28
Oct. 23	SEATTLE	38-23
Oct. 30	at Buffalo	10-44
Nov. 6	L. A. RAIDERS	13-3
Nov. 13	SAN DIEGO	13-14
Nov. 20	CLEVELAND	20-13
Nov. 27	at Seattle	9-10
Dec. 4	DENVER*	17-20
Dec. 12	at Miami (Mon.)	28-45
Dec. 18	HOUSTON	31-9
Dec. 24	at Los Angeles Raiders	19-9

LOS ANGELES RAIDERS

Sept. 5	at San Francisco (Mon.)	14-44
Sept. 11	SEATTLE	9-38
Sept. 18	at Denver	48-16
Sept. 25	SAN DIEGO	24-26
Oct. 2	Open Date	
Oct. 9	at New England	21-17
Oct. 16	at Miami*	17-20
Oct. 23	ATLANTA	30-17
Oct. 30	HOUSTON	17-14
Nov. 6	at Kansas City	3-13
Nov. 13	at Los Angeles Rams	30-17
Nov. 20	NEW ORLEANS	24-19
Nov. 27	PITTSBURGH	3-21
Dec. 5	at San Diego (Mon.)	24-17
Dec. 11	DENVER	23-13
Dec. 18	at Seattle	17-16
Dec. 24	KANSAS CITY	9-19

MIAMI DOLPHINS

Sept. 4	NEW ENGLAND	39-35
Sept. 11	Green Bay at Milw.	24-14
Sept. 18	NEW YORK JETS	28-14
Sept. 25	at Minnesota	35-38
Oct. 2	at Cincinnati	23-7
Oct. 9	at Buffalo	11-21
Oct. 16	L.A. RAIDERS*	20-17
Oct. 23	Open Date	
Oct. 30	at New England	23-3
Nov. 6	INDIANAPOLIS	22-21
Nov. 13	CHICAGO	14-17
Nov. 20	at Pittsburgh	13-16
Nov. 27	at New York Jets	28-24
Dec. 4	BUFFALO	31-42
Dec. 12	KANSAS CITY (Mon.)	45-28
Dec. 18	at Indianapolis	6-10
Dec. 25	DETROIT	27-20

NEW ENGLAND PATRIOTS

Sept. 4	at Miami	35-39
Sept. 11	BUFFALO	35-38
Sept. 18	at Cincinnati	31-28
Sept. 25	at Detroit	23-17
Oct. 2	GREEN BAY	17-16
Oct. 9	L. A. RAIDERS	17-21
Oct. 16	at New York Jets	17-24
Oct. 23	Open Date	
Oct. 30	MIAMI	3-23
Nov. 6	at Cleveland	6-13
Nov. 13	MINNESOTA	26-20
Nov. 20	SAN DIEGO	23-17
Nov. 27	at Indianapolis	12-10
Dec. 4	NEW YORK JETS	24-13
Dec. 11	INDIANAPOLIS	28-13
Dec. 18	at Buffalo	41-17
Dec. 24	at Chicago	13-3

NEW YORK JETS

Sept. 4	at Buffalo	23-3
Sept. 11	DENVER*	25-22
Sept. 18	at Miami	14-28
Sept. 25	CHICAGO	7-19
Oct. 2	at Cleveland	7-27
Oct. 9	INDIANAPOLIS	16-6
Oct. 16	NEW ENGLAND	24-17
Oct. 23	Open Date	
Oct. 30	at Indianapolis	25-28
Nov. 6	BUFFALO	22-17
Nov. 13	at Green Bay	10-17
Nov. 20	at Minnesota	31-21
Nov. 27	MIAMI	24-28
Dec. 4	at New England	13-24
Dec. 10	DETROIT (Sat.)	7-18
Dec. 18	SAN DIEGO	6-21
Dec. 24	at Houston	10-24

PITTSBURGH STEELERS

Sept. 4	DALLAS	9-26
Sept. 11	at Cleveland	17-10
Sept. 18	INDIANAPOLIS	31-21
Sept. 25	at Seattle	13-30
Oct. 3	HOUSTON (Mon.)	30-14
Oct. 9	Open Date	
Oct. 16	CINCINNATI	14-10
Oct. 23	at New York Giants	10-6
Oct. 30	at Arizona*	17-20
Nov. 6	at Houston*	12-9
Nov. 14	BUFFALO (Mon.)	23-10
Nov. 20	MIAMI*	16-13
Nov. 27	at Los Angeles Raiders	21-3
Dec. 4	at Cincinnati	38-15
Dec. 11	PHILADELPHIA	14-3
Dec. 18	CLEVELAND	17-7
Dec. 24	at San Diego	34-37

SAN DIEGO CHARGERS

Sept. 4	at Denver	37-34
Sept. 11	CINCINNATI	27-10
Sept. 18	at Seattle	24-10
Sept. 25	at Los Angeles Raiders	26-24
Oct. 2	Open Date	
Oct. 9	KANSAS CITY	20-6
Oct. 16	at New Orleans	36-22
Oct. 23	DENVER	15-20
Oct. 30	SEATTLE	35-15
Nov. 6	at Atlanta	9-10
Nov. 13	at Kansas City	14-13
Nov. 20	at New England	17-23
Nov. 27	LOS ANGELES RAMS	31-17
Dec. 5	L.A. RAIDERS (Mon.)	17-24
Dec. 11	SAN FRANCISCO	15-38
Dec. 18	at New York Jets	21-6
Dec. 24	PITTSBURGH	37-34

SEATTLE SEAHAWKS

Sept. 4	at Washington	28-7
Sept. 11	at Los Angeles Raiders	38-9
Sept. 18	SAN DIEGO	10-24
Sept. 25	PITTSBURGH	30-13
Oct. 2	at Indianapolis	15-17
Oct. 9	DENVER	9-16
Oct. 16	Open Date	
Oct. 23	at Kansas City	23-38
Oct. 30	at San Diego	15-35
Nov. 6	CINCINNATI*	17-20
Nov. 13	at Denver	10-17
Nov. 20	TAMPA BAY	22-21
Nov. 27	KANSAS CITY	10-9
Dec. 4	INDIANAPOLIS	19-31
Dec. 11	at Houston	16-14
Dec. 18	L. A. RAIDERS	16-17
Dec. 24	at Cleveland	9-35

1994 AMERICAN FOOTBALL CONFERENCE STANDINGS

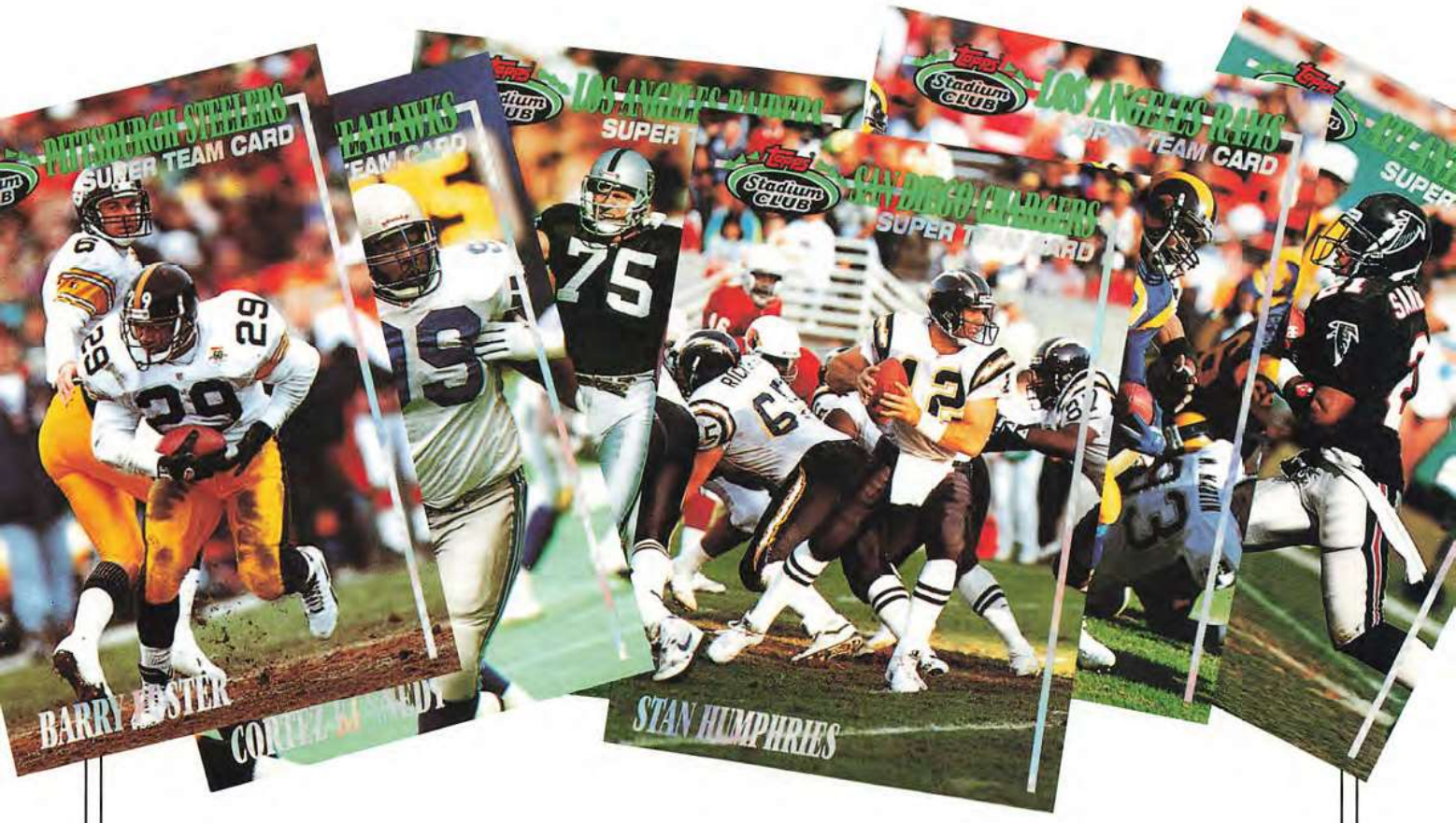
Eastern Division	W	L	T	Pct.	Pts.	OP
Miami	10	6	0	.625	389	327
New England	10	6	0	.625	351	312
Indianapolis	8	8	0	.500	307	320
Buffalo	7	9	0	.438	340	356
New York Jets	6	10	0	.375	264	320

Central Division	W	L	T	Pct.	Pts.	OP
Pittsburgh	12	4	0	.750	316	234
Cleveland	11	5	0	.688	340	204
Cincinnati	3	13	0	.188	276	406
Houston	2	14	0	.125	226	352

Western Division	W	L	T	Pct.	Pts.	OP
San Diego	11	5	0	.688	381	306
Kansas City	9	7	0	.563	319	298
Los Angeles Raiders	9	7	0	.563	303	327
Denver	7	9	0	.438	347	396
Seattle	6	10	0	.375	287	323

*Overtime

WE'RE COMING TO SUPER BOWL XXIX WITH THE BEST LINEUP IN THE GAME.



Topps Stadium Club takes football card collecting to the extreme. Extreme intensity. Extreme high-definition photography. Extreme design. Extreme everything. Topps' Stadium Club set has photos, stats and insert cards like nobody else. Featuring all the superstars, rookies and veterans you'll want to see in the world's toughest sport.

So when you're ready to get serious about collecting, you know where to go: Topps Stadium Club. It's not just another card. It's extreme.

XXIX

Team NFL

"OFFICIAL NFLPA LICENSED PRODUCT"

Topps Stadium CLUB

LICENSED BY NFL QUARTERBACK CLUB, INC. ©1995 THE TOPPS COMPANY, INC.

SBM

1994 REPLAY

NFC RESULTS AND STANDINGS

ARIZONA CARDINALS

Sept. 4	at Los Angeles Rams	12-14
Sept. 11	NEW YORK GIANTS	17-20
Sept. 18	at Cleveland	0-32
Sept. 25	Open Date	
Oct. 2	MINNESOTA	17-7
Oct. 9	at Dallas	3-38
Oct. 16	at Washington*	19-16
Oct. 23	DALLAS	21-28
Oct. 30	PITTSBURGH*	20-17
Nov. 6	at Philadelphia	7-17
Nov. 13	at New York Giants	10-9
Nov. 20	PHILADELPHIA	12-6
Nov. 27	CHICAGO*	16-19
Dec. 4	at Houston	30-12
Dec. 11	WASHINGTON	17-15
Dec. 18	CINCINNATI	28-7
Dec. 24	at Atlanta	6-10

ATLANTA FALCONS

Sept. 4	at Detroit*	28-31
Sept. 11	LOS ANGELES RAMS	31-13
Sept. 18	KANSAS CITY	10-30
Sept. 25	at Washington	27-20
Oct. 2	at Los Angeles Rams	8-5
Oct. 9	TAMPA BAY	34-13
Oct. 16	SAN FRANCISCO	3-42
Oct. 23	at Los Angeles Raiders	17-30
Oct. 30	Open Date	
Nov. 6	SAN DIEGO	10-9
Nov. 13	at New Orleans	32-33
Nov. 20	at Denver	28-32
Nov. 27	PHILADELPHIA	28-21
Dec. 4	at San Francisco	14-50
Dec. 11	NEW ORLEANS	20-29
Dec. 18	Green Bay at Milw.	17-21
Dec. 24	ARIZONA	10-6

CHICAGO BEARS

Sept. 4	TAMPA BAY	21-9
Sept. 12	at Philadelphia (Mon.)	22-30
Sept. 18	MINNESOTA	14-42
Sept. 25	at New York Jets	19-7
Oct. 2	BUFFALO	20-13
Oct. 9	NEW ORLEANS	17-7
Oct. 16	Open Date	
Oct. 23	at Detroit	16-21
Oct. 31	GREEN BAY (Mon.)	6-33
Nov. 6	at Tampa Bay	20-6
Nov. 13	at Miami	17-14
Nov. 20	DETROIT	20-10
Nov. 27	at Arizona*	19-16
Dec. 1	at Minnesota (Thurs.)*	27-33
Dec. 11	at Green Bay	3-40
Dec. 18	LOS ANGELES RAMS	27-13
Dec. 24	NEW ENGLAND	3-13

DALLAS COWBOYS

Sept. 4	at Pittsburgh	26-9
Sept. 11	HOUSTON	20-17
Sept. 19	DETROIT (Mon.)	17-20
Sept. 25	Open Date	
Oct. 2	at Washington	34-7
Oct. 9	ARIZONA	38-3
Oct. 16	PHILADELPHIA	24-13
Oct. 23	at Arizona	28-21
Oct. 30	at Cincinnati	23-20
Nov. 7	N.Y. GIANTS (Mon.)	38-10
Nov. 13	at San Francisco	14-21
Nov. 20	WASHINGTON	31-7
Nov. 24	GREEN BAY (Thanks.)	42-31
Dec. 4	at Philadelphia	31-19
Dec. 10	CLEVELAND (Sat.)	14-19
Dec. 19	at New Orleans (Mon.)	24-16
Dec. 24	at New York Giants	10-15

DETROIT LIONS

Sept. 4	ATLANTA*	31-28
Sept. 11	at Minnesota	3-10
Sept. 19	at Dallas (Mon.)*	20-17
Sept. 25	NEW ENGLAND	17-23
Oct. 2	at Tampa Bay	14-24
Oct. 9	SAN FRANCISCO	21-27
Oct. 16	Open Date	
Oct. 23	CHICAGO	21-16
Oct. 30	at New York Giants*	28-25
Nov. 6	Green Bay at Milw.	30-38
Nov. 13	TAMPA BAY	14-9
Nov. 20	at Chicago	10-20
Nov. 24	BUFFALO (Thanks.)	35-21
Dec. 4	GREEN BAY	34-31
Dec. 10	at New York Jets (Sat.)	18-7
Dec. 17	MINNESOTA (Sat.)	41-19
Dec. 25	at Miami	20-27

GREEN BAY PACKERS

Sept. 4	MINNESOTA	16-10
Sept. 11	MIAMI at Milw.	14-24
Sept. 18	at Philadelphia	7-13
Sept. 25	TAMPA BAY	30-3
Oct. 2	at New England	16-17
Oct. 9	LOS ANGELES RAMS	24-17
Oct. 16	Open Date	
Oct. 20	at Minnesota (Thurs.)*	10-13
Oct. 31	at Chicago (Mon.)	33-6
Nov. 6	DETROIT at Milw.	38-30
Nov. 13	NEW YORK JETS	17-10
Nov. 20	at Buffalo	20-29
Nov. 24	at Dallas (Thanksgiving)	31-42
Dec. 4	at Detroit	31-34
Dec. 11	CHICAGO	40-3
Dec. 18	ATLANTA at Milw.	21-17
Dec. 24	at Tampa Bay	34-19

LOS ANGELES RAMS

Sept. 4	ARIZONA	14-12
Sept. 11	at Atlanta	13-31
Sept. 18	SAN FRANCISCO	19-34
Sept. 25	at Kansas City	16-0
Oct. 2	ATLANTA	5-8
Oct. 9	at Green Bay	17-24
Oct. 16	NEW YORK GIANTS	17-10
Oct. 23	at New Orleans	34-37
Oct. 30	Open Date	
Nov. 6	DENVER	27-21
Nov. 13	L.A. RAIDERS	17-20
Nov. 20	at San Francisco	27-31
Nov. 27	at San Diego	17-31
Dec. 4	NEW ORLEANS	15-31
Dec. 11	at Tampa Bay	14-24
Dec. 18	at Chicago	13-27
Dec. 24	WASHINGTON	21-24

MINNESOTA VIKINGS

Sept. 4	at Green Bay	10-16
Sept. 11	DETROIT	10-3
Sept. 18	at Chicago	42-14
Sept. 25	MIAMI	38-35
Oct. 2	at Arizona	7-17
Oct. 10	at N.Y. Giants (Mon.)	27-10
Oct. 16	Open Date	
Oct. 20	GREEN BAY (Thurs.)*	13-10
Oct. 30	at Tampa Bay	36-13
Nov. 6	NEW ORLEANS	21-20
Nov. 13	at New England	20-26
Nov. 20	NEW YORK JETS	21-31
Nov. 27	TAMPA BAY	17-20
Dec. 1	CHICAGO (Thurs.)*	33-27
Dec. 11	at Buffalo	21-17
Dec. 17	at Detroit (Sat.)	19-41
Dec. 26	SAN FRANCISCO (Mon.)	21-14

NEW ORLEANS SAINTS

Sept. 4	KANSAS CITY	17-30
Sept. 11	WASHINGTON	24-38
Sept. 18	at Tampa Bay	9-7
Sept. 25	at San Francisco	13-24
Oct. 2	NEW YORK GIANTS	27-22
Oct. 9	at Chicago	7-17
Oct. 16	SAN DIEGO	22-36
Oct. 23	LOS ANGELES RAMS	37-34
Oct. 30	Open Date	
Nov. 6	at Minnesota	20-21
Nov. 13	ATLANTA	33-32
Nov. 20	at Los Angeles Raiders	19-24
Nov. 28	SAN FRANCISCO (Mon.)	14-35
Dec. 4	at Los Angeles Rams	31-15
Dec. 11	at Atlanta	29-20
Dec. 19	DALLAS (Mon.)	16-24
Dec. 24	at Denver	30-28

NEW YORK GIANTS

Sept. 4	PHILADELPHIA	28-23
Sept. 11	at Arizona	20-17
Sept. 18	WASHINGTON	31-23
Sept. 25	Open Date	
Oct. 2	at New Orleans	22-27
Oct. 10	MINNESOTA (Mon.)	10-27
Oct. 16	at Los Angeles Rams	10-17
Oct. 23	PITTSBURGH	6-10
Oct. 30	DETROIT*	25-28
Nov. 7	at Dallas (Mon.)	10-38
Nov. 13	ARIZONA	9-10
Nov. 21	at Houston (Mon.)	13-10
Nov. 27	at Washington	21-19
Dec. 4	at Cleveland	16-13
Dec. 11	CINCINNATI	27-20
Dec. 18	at Philadelphia	16-13
Dec. 24	DALLAS	15-10

PHILADELPHIA EAGLES

Sept. 4	at New York Giants	23-28
Sept. 12	CHICAGO (Mon.)	30-22
Sept. 18	GREEN BAY	13-7
Sept. 25	Open Date	
Oct. 2	at San Francisco	40-8
Oct. 9	WASHINGTON	21-17
Oct. 16	at Dallas	13-24
Oct. 24	HOUSTON (Mon.)	21-6
Oct. 30	at Washington	31-29
Nov. 6	ARIZONA	17-7
Nov. 13	CLEVELAND	7-26
Nov. 20	at Arizona	6-12
Nov. 27	at Atlanta	21-28
Dec. 4	DALLAS	19-31
Dec. 11	at Pittsburgh	3-14
Dec. 18	NEW YORK GIANTS	13-16
Dec. 24	at Cincinnati	30-33

SAN FRANCISCO 49ERS

Sept. 5	L.A. RAIDERS (Mon.)	44-14
Sept. 11	at Kansas City	17-24
Sept. 18	at Los Angeles Rams	34-19
Sept. 25	NEW ORLEANS	24-13
Oct. 2	PHILADELPHIA	8-40
Oct. 9	at Detroit	27-21
Oct. 16	at Atlanta	42-3
Oct. 23	TAMPA BAY	41-16
Oct. 30	Open Date	
Nov. 6	at Washington	37-22
Nov. 13	DALLAS	21-14
Nov. 20	LOS ANGELES RAMS	31-27
Nov. 28	at New Orleans (Mon.)	35-14
Dec. 4	ATLANTA	50-14
Dec. 11	at San Diego	38-15
Dec. 17	DENVER (Sat.)	42-19
Dec. 26	at Minnesota (Mon.)	14-21

TAMPA BAY BUCCANEERS

Sept. 4	at Chicago	9-21
Sept. 11	INDIANAPOLIS	24-10
Sept. 18	NEW ORLEANS	7-9
Sept. 25	at Green Bay	3-30
Oct. 2	DETROIT	24-14
Oct. 9	at Atlanta	13-34
Oct. 16	Open Date	
Oct. 23	at San Francisco	16-41
Oct. 30	MINNESOTA	13-36
Nov. 6	CHICAGO	6-20
Nov. 13	at Detroit	9-14
Nov. 20	at Seattle	21-22
Nov. 27	at Minnesota*	20-17
Dec. 4	WASHINGTON	26-21
Dec. 11	LOS ANGELES RAMS	24-14
Dec. 18	at Washington	17-14
Dec. 24	GREEN BAY	19-34

WASHINGTON REDSKINS

Sept. 4	SEATTLE	7-28
Sept. 11	at New Orleans	38-24
Sept. 18	at New York Giants	23-31
Sept. 25	ATLANTA	20-27
Oct. 2	DALLAS	7-34
Oct. 9	at Philadelphia	17-21
Oct. 16	ARIZONA*	16-19
Oct. 23	at Indianapolis	41-27
Oct. 30	PHILADELPHIA	29-31
Nov. 6	SAN FRANCISCO	22-37
Nov. 13	Open Date	
Nov. 20	at Dallas	7-31
Nov. 27	NEW YORK GIANTS	19-21
Dec. 4	at Tampa Bay	21-26
Dec. 11	at Arizona	15-17
Dec. 18	TAMPA BAY	14-17
Dec. 24	at Los Angeles Rams	24-21

1994 NATIONAL FOOTBALL CONFERENCE STANDINGS

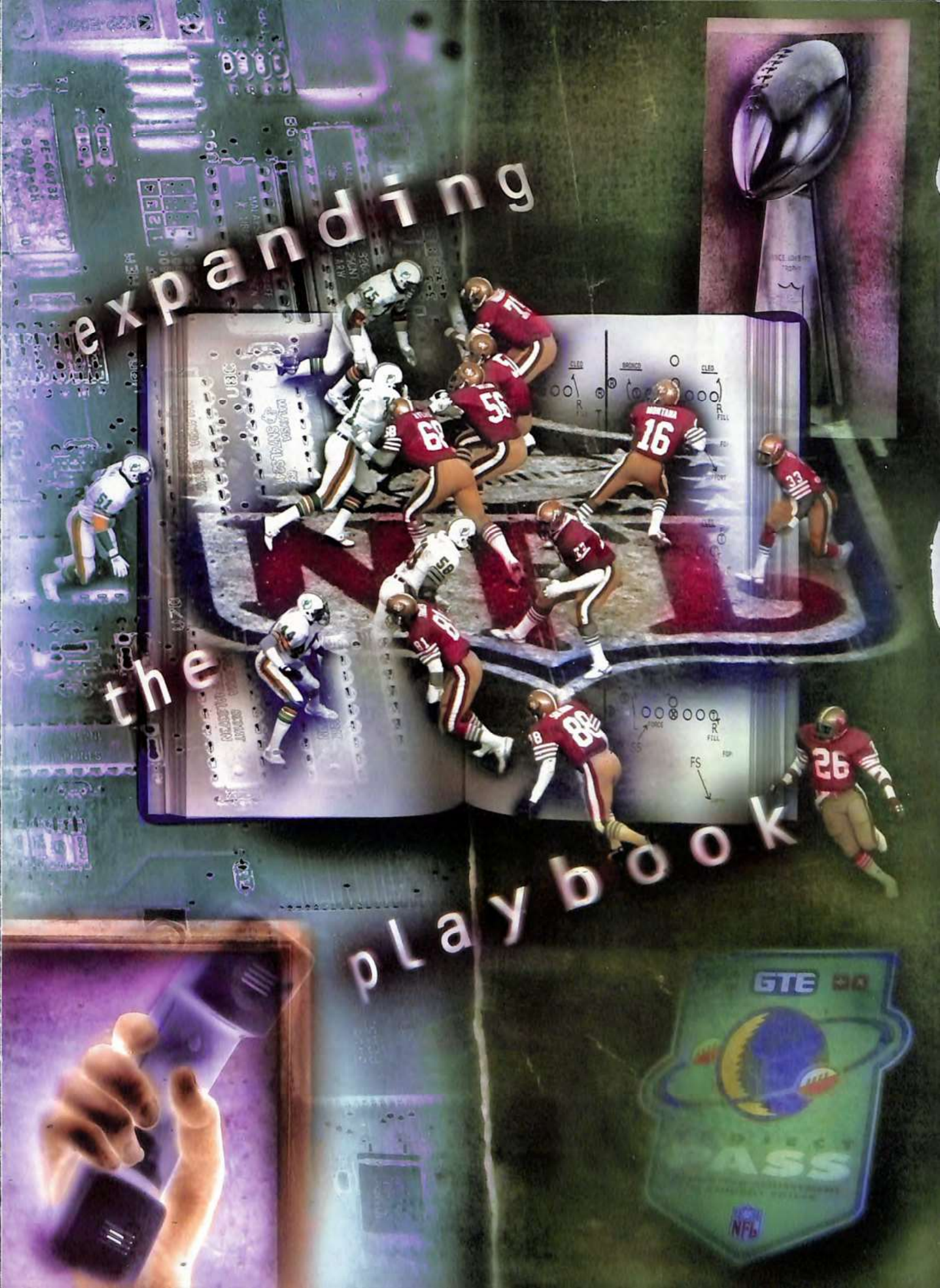
Eastern Division	W	L	T	Pct.	Pts.	OP
Dallas	12	4	0	.750	414	248
New York Giants	9	7	0	.563	279	305
Arizona	8	8	0	.500	235	267
Philadelphia	7	9	0	.438	308	308
Washington	3	13	0	.188	320	412
Central Division	**W**	**L**	**T**	**Pct.**	**Pts.**	**OP**
Minnesota	10	6	0	.625	356	314
Green Bay	9	7	0	.563	382	287
Detroit	9	7	0	.563	357	342
Chicago	9	7	0	.563	271	307
Tampa Bay	6	10	0	.375	251	351
Western Division	**W**	**L**	**T**	**Pct.**	**Pts.**	**OP**
San Francisco	13	3	0	.813	505	296
New Orleans	7	9	0	.438	348	407
Atlanta	7	9	0	.438	317	385
Los Angeles Rams	4	12	0	.250	286	365

*Overtime

AUTHENTIC TEAM HEADWEAR

GET REAL.

Logo 7, Indianapolis, IN 46219.


the expanding
playbook
GTE
NFL

IT REQUIRED 15 MONTHS
OF PREPARATION.

AND OVER 12 TONS
OF EQUIPMENT.

Think of GTE and the National Football League as two corporate enti surprising number of common points in their chronologies. Both trace th pains in the exciting and tumultuous business environment of the Roaring Twenties. The then ascended to prominence as the nation prospered. Their parallel paths of developmen one in voice communication, data, and video, the other in sports and entertainment—have formed a partnership to expand togeth

It was a time for new beginnings. The future was wide open, and men of vision were elbowing each other out of the way to see who could get there first. For three men, John F. O'Connell, Sigurd L. Odegard, and John A. Pratt, the future was in telecommunications. In 1918, the trio

1920

purchased the Richland Center Telephone Company, a 1,446-telephone exchange in the dairylands of southern Wisconsin. Two years later, they incorporated, consolidating Richland with other newly acquired telephone properties in the state into the Commonwealth Telephone Company, the cornerstone of what was to become GTE.

In September, 1920, a meeting took place in a Canton, Ohio, Hupmobile showroom that eventually would change the face of American sports. Ralph Hay, owner of the auto dealership and the Canton Bulldogs professional football team, presided over a group of representatives of other pro teams, including player-coach George Halas of the Decatur (Illinois) Staleys. The group agreed to form a 14-team league called the American Professional Football Association, which changed its name to National Football League in 1922.

The NFL faced strong competition from the more popular college game and had to cope with the comings and goings of teams within its still-loose framework (a total of 49 teams played in the NFL in the 1920s). Halas's team, called the Chicago Bears since he bought them in 1921, scored a major publicity coup in 1925 by signing All-America halfback Red Grange to a contract. The Bears then set off on a national 17-game barnstorming tour that included one game before a crowd of 75,000 at the Los Angeles Memorial Coliseum.

Earl (Curly) Lambeau, player-coach, Acme (later Green Bay) Packers, 1921

Commonwealth Telephone also was looking westward, and in 1926 purchased the Associated Telephone Company of Long Beach, California. A holding company, Associated Telephone Utilities, was formed. It became the Associated Telephone Company, Ltd. in 1929 after the acquisition of five more Los Angeles-area phone companies.

Associated Telephone was one of the many companies to feel the full impact of the stock-market crash of October, 1929. Total telephones in the U.S. dropped from 20,243,000 in 1930 to 16,993,000 in April, 1933, as telephone service was disconnected in tens of thousands of homes and businesses. That, coupled with the heavy capital expenditure required for its aggressive acquisition campaign that expanded its reach into 25 states, an ill-fated investment venture, and the overall effects of the Great Depression, forced Associated into receivership in 1933.

1933

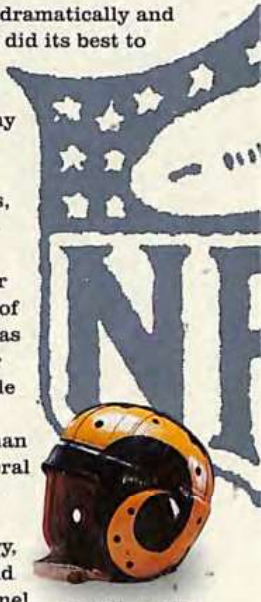
The NFL, which always had operated on limited capital and with a fluctuating roster of teams, rode a slower spiral down. In 1932, league membership decreased to only 8 teams, the lowest total in history, from 22 teams in 1926. Rules were changed for the 1933 season to help add excitement and spark fan interest in the NFL game. Goal posts were moved from the end line to the goal line, and the forward pass became legal from anywhere behind the line of scrimmage. By 1934, the league had re-expanded to 11 teams, and had gained new exposure with the first national radio broadcast of an NFL game.

The official NFL football was slimmed down and tapered in 1934 to facilitate passing.

The situation also began to turn around for Associated Telephone Utilities. When it emerged reorganized in 1935 as General Telephone Corporation, the public perception of the telephone had changed. Instead of a semiluxury, it was regarded as a necessity.

Immediately after America's entry into World War II in 1941, demands for communications equipment and services increased dramatically and General Telephone did its best to respond. The war effort took precedence over any civilian telephone requirements, and any non-military production or replacement of equipment was prohibited or rendered impossible due to material shortages. More than 10 percent of General Telephone's 7,000-person work force entered the military, taxing facilities and home-front personnel to the utmost.

1942



The NFL shield first appeared as the league's official logo in 1941.

In 1948, Los Angeles Rams halfback Fred Gehrke painted horns on the team's helmets, the first modern helmet emblem in pro football.

The NFL also saw its rosters and talent pool shrink because of the war. In 1943, the Cleveland Rams were granted permission to suspend operations for the season, and Philadelphia and Pittsburgh merged into a team known both as Phil-Pitt and the "Steagles." Other manpower shortage-related team mergers included the Cardinals and Steelers in 1944 and Brooklyn and Boston in 1945.

Once the war was over, the pressure on General Telephone to provide more and better service increased rather than decreased. As fast as new orders for service and equipment were filled, new orders were placed.

1955

Pro football also was trying to keep pace with an increasingly sports-hungry public. In 1950, three complete teams (the Cleveland Browns, San Francisco 49ers, and Baltimore Colts) and many of the players from the All-America Football Conference, an NFL rival that had begun play in 1946, were absorbed into the NFL.

Like the NFL and AAFC, General Telephone merged with its closest independent competitor, Theodore Gary and Company, in 1955. When another major merger took place in 1959 between General Telephone and Sylvania

ities destined to meet. They operate in separate spheres, yet they share a eir origins back 75 years to Midwestern towns. Each went through growing y weathered the Great Depression, endured World War II by operating at reduced capacity, nt have mirrored much of the American experience over the decades. Now these leaders— her into the 21st Century. And, if past performance holds true, what GTE and the NFL project for their futures will affect us all.

Electric Products, the modern General Telephone and Electronics (GTE) was born.

The NFL entered its modern era at about the same time and with a similar electronic impetus—television. NFL games had been telecast locally on a limited basis since 1939, and the 1951 NFL Championship was the first NFL game telecast coast-to-coast. But it was not until the Baltimore Colts and quarterback Johnny Unitas defeated the New York Giants 23-17 in sudden-death overtime in the 1958 NFL Championship Game—called by some the "greatest game ever played" —that the full power of pro football on television was realized.

A tubular bar facemask was invented in 1955 and popularized by Cleveland Browns quarterback Otto Graham (above). Helmets had become mandatory in 1943 (although almost every NFL player had worn one since 1940).

GTE began to offer special phones and services in the mid-1950s, including colored phones, a phone for users with impaired hearing, phones with lighted dials, and early versions of speaker-phones and answering machines.

1960

The 1960s were a decade of "happenings." And what was happening in the telecommunications industry was an explosion of products, services, and technology. Between 1960 and 1969, the industry's revenues more than doubled, creating heavy competition within the market. It also created exceptional opportunity for GTE. As the fields of computers and communications began to overlap, GTE saw its horizons significantly broaden to include data processing, national and international information directories, and cable television.

Pro football boomed along with the other segments of the economy. In 1960, the eight-team American Football League was formed to challenge the supremacy of the NFL and its newly elected commissioner, Pete Rozelle. The arrival of the new league set off an intense bidding war for players' services. Four new NFL teams (Dallas Cowboys, Minnesota Vikings, Atlanta Falcons, and New Orleans Saints) began play between 1960 and 1967. Two AFL teams (Miami Dolphins and Cincinnati Bengals) began play in 1966 and 1968, respectively. The AFL-NFL feud was resolved in June, 1966, when a merger of the leagues was announced, effective in the 1970 season. The agreement provided for an immediate confrontation between the champions of the two leagues in the first AFL-NFL World Championship Game, played January 15, 1967. (The name "Super Bowl" wasn't official until Game III in 1969.) In that initial historic matchup, the NFL's Green Bay Packers, under head coach Vince Lombardi, defeated the AFL's Kansas City Chiefs 35-10, then came back the next year to defeat the Oakland Raiders 33-14 for their second consecutive world title.

The sling-shot goal post became standard in 1967, replacing goal posts with two uprights. Goal posts were moved back to the end line from the goal line in 1974.

1976

GTE made incredible leaps in communications technology in the 1970s, when many of the systems and equipment we now take for granted were developed. The first two joint GTE-AT&T Comstar satellites were launched by NASA in 1976; the system was the first to transmit long-distance telephone calls by satellite over a nationwide network. As well as developing a family of revolutionary digital switching systems, GTE in 1977 announced the world's first optical fiber communications system. The system utilized super-fine "wires" of high-purity glass, which had the capacity to carry vast volumes of voice, video, and data signals in the form of digital pulses of invisible light.

The newly merged 26-team NFL began to assert itself via its favored medium, television. In 1970, new contracts were signed with CBS, NBC, and ABC, the latter for prime-time football on Monday night. In the bicentennial year, the NFL welcomed its international future with an August, 1976, preseason game played in Tokyo, the first NFL game outside of North America. Also in 1976, two new clubs, the Seattle Seahawks and Tampa Bay Buccaneers, began play, rounding out the league at 28 teams.

GTE

GTE adopted its present logo in 1971.

1984

The 1980s brought even more growth and change, at times chaotic. In 1984, GTE launched Spacenet I, its first solo communications satellite. But the major economic news of 1984 was the government-mandated breakup of monolithic AT&T. In response, GTE companies began to go beyond their traditional operating territories and made efforts to become full-service providers in all markets. One way GTE decided to bring its new image and message to the public was to team with the NFL. In 1985, GTE was named the Telecommunications Consultant to the Super Bowl; two years later, as the partnership developed, the designation was expanded to Official Telecommunications Consultant to the National Football League.

The NFL also had to deal with sometimes chaotic events within its family during the decade, including two antitrust suits and two players' strikes. The NFL overcame all of the distractions and continued to evolve, entering the 1990s with a newly elected commissioner, Paul Tagliabue, an exciting and highly competitive product on the field and on TV, a partnership between labor and management, a growing international presence, a secure position at home as America's number-one sport, and an innovative outlook shared with its primary corporate partners, such as GTE.

Air-cushioned impact systems made NFL protective equipment both stronger and lighter in the 1980s.

INTRODUCING MIAMI'S NEWEST TELECOMMUNICATIONS CENTER.

(It also doubles as a football stadium.)

The World Class Network can change the way you work, and change the way you live.℠

Joe Robbie Stadium. The site of Super Bowl XXIX.™ And a structure we know inside and out, right down to the location of each and every phone plug. We are, after all, the telecommunications consultant for this year's game.

Through The World Class Network,℠ GTE is providing virtually all the telecommunications equipment and service. An incredible task, when you think about it.

Which is what we've been doing since October of 1993. It's that depth of planning that enables us to run more than 500 miles of phone lines; install close to 1000 telephones, faxes and modems; and establish a voice, video and data link to five nearby buildings in just 14 days.

As you can imagine, it's not easy turning a 74,000-seat stadium into a telecommunications center. But the fact that we can shows the range of solutions that are possible when you tap into The World Class Network from GTE.

© 1995 GTE Service Corporation. The World Class Network is a service mark of GTE Service Corporation. NFL is a registered trademark and service mark, Super Bowl is a registered service mark and Super Bowl XXIX is a service mark of the National Football League.

GTE

Telecommunications Consultant To The NFL™ And Super Bowl XXIX

THE WORLD CLASS NETWORK

The Power of the GTE-NFL Partnership At Work On and Off the Playing Field

The Winning PASS

GTE and the NFL are continuing their joint sponsorship of Project PASS, a unique educational program that combines interactive computer technology and pro football to help teach math to seventh graders. First launched in 1992 in Dallas and Seattle, the Project PASS (Promoting Achievement and Student Skills) curriculum was developed by GTE with the input of professional educators. The program, which is as popular with girls as it is with boys, has since been expanded to more than 112 schools in 10 states and has involved more than 70,000 seventh-grade students. GTE trains teachers during on-site sessions at participating schools and provides software and in-classroom materials. The Project PASS program then is integrated into standard math courses, using NFL situations and examples to help kids gain an understanding of geometry, statistics, and probability concepts. In 1994, the program was voted one of the top 100 teaching tools in the nation and was made available in a Spanish-language version.

Big-Game Players

It takes a little more than three hours to play a Super Bowl game. It takes GTE about 30 days to wire a Super Bowl site city. Each year, when the Super Bowl is staged in a GTE operating area, GTE, in its role as telecommunications consultant to the Super Bowl, prepares the stadium and all related Super Bowl hotels and facilities with state-of-the-art on-site equipment, along with voice and data services. The extensive stadium installation, comparable to wiring a small city, includes more than 900 lines encompassing field-to-press-box communications needs, as well as those of the officials, the NFL commissioner and his event staff, NFL Properties and NFL Films, and the multitude of press and electronic media representatives from around the world. Following the Super Bowl game, the entire system is dismantled. Similar scenarios are enacted on a much smaller scale by GTE personnel in Honolulu, Hawaii, where one week after the Super Bowl the NFL plays the AFC-NFC Pro Bowl. GTE also handles telecommunications installation and service at the AFC and NFC Championship Games, the site hotel of the NFL Draft, the international American Bowl preseason games, and all NFL owners meetings.

Part of the Team

GTE provides voice and data services to NFL teams that have their homes in GTE operating areas. These teams include the Cowboys, Colts, Buccaneers, Raiders, and Seahawks. As well as taking care of the day-to-day telecommunications, service, and data network needs of the teams' front offices, GTE has representatives at each of the teams' home games to facilitate communications between the various people working behind the scenes on game day, including the team public relations director, local press and media, game control officials, television personnel, press box coaches, and the coaches on the sidelines.

Pictures Speak Louder

The NFL and its member clubs are big fans of GTE's video teleconference services. Last year, NFL Commissioner Paul Tagliabue utilized the service for a number of video meetings with NFL owners. And the league has just begun to fully appreciate the potential for the system in such areas as scouting, injury evaluation, and player relations. For example, when an NFL scout is on the road, he now is able to videotape the workout or performance of a potential player or draft pick and send the video image via phone lines to his team's teleconference equipment. There it can be viewed live or recorded on the system's VCR for further review by the coaching staff. Or a team's trainer can discuss the diagnosis or rehabilitation of an injured player during a video conference with team doctors while viewing MRI scans or exploratory arthroscopic surgery.

GTE

game plan
for the
future

WE HAVE MORE NFL EXPERIENCE THAN MOST OF THE GUYS PLAYING TODAY.

GTE is proud to celebrate our 10th year as the telecommunications consultant to the NFL™.

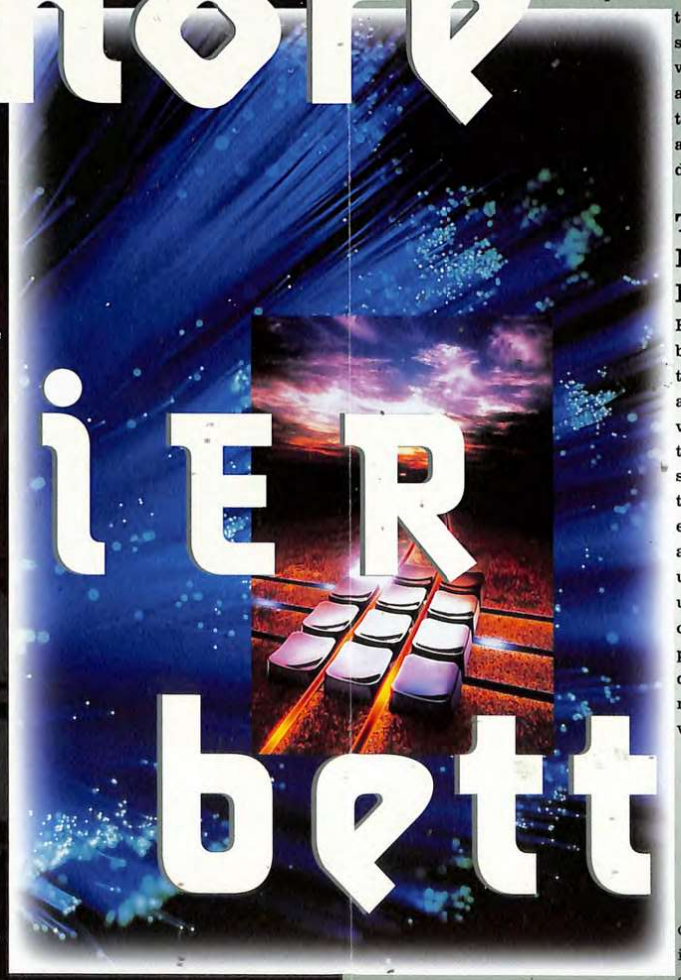
GTE *Telecommunications Consultant to the NFL and Super Bowl XXIX™*

© 1995 GTE Service Corporation
NFL is a registered trademark and service mark,
Super Bowl is a registered service mark and Super Bowl XXIX
is a service mark of the National Football League.

These will be the passwords as tomorrow unfolds

for GTE, the NFL, and NFL fans:

more EASIER better



As GTE and the telecommunications industry keep pace with the velocity of computer technology, there will be an exponentially increased capacity for information storage, assimilation, search, and retrieval. Or, put another way, in the future, communications will be through computers with people attached.

Users, such as NFL teams and fans, will have the ability to access tremendous amounts of information via their telephones. This information will be available not simply as an overwhelming mass of data; users will be able to access it in a variety of ways and customize it for their needs. For example, a fan not only will be able to call up the complete list of NFL records, he or she will be able to specify which record or types of records are desired. The information could come by major category, such as all Super Bowl records, or sub-category, such as Super Bowl passing records. Or, it could be broken down even further into passing records by year or by player.

You won't have to be a computer whiz to use the telecommunications/data systems of the future, either. Though the average person now may not be able to program a VCR, processes are evolving that will make far more complex operations routine. As basic human familarity and facility with technology grows, the "intelligence" of the hardware and software will grow as well. Things such as the confusing, multi-function remote control units that now litter coffee tables and stereo cabinets will be replaced by voice-activated interface units that will "know" user preferences, schedules, and habits. In other words, people won't have to become smarter because their telecommunications/data systems will, allowing the fans of the future to have more technology at their disposal, more choices of how to use and customize it, and less complexity in interfacing with it.

Better still, users will not be tied to their telephones or their terminals. They will have the choice of wireless or wire line communications, making other people as well as information banks accessible from anywhere. This new-found mobility will help contribute to an explosion of information shared among people—rather than just between people and machines—on an international scale. And developing alongside these rivers of international information (already flowing on systems such as the Internet) will be global communities of interest. Fan bases no longer will be geographically restricted. Cowboys fans in Iowa will be able to connect with the larger fan base in Dallas. Steelers fans in Germany will be able to share their enthusiasm with their U.S. counterparts as easily as fans on today's radio call-in shows. Business, also, will profit, as advertisers will be able to offer their products and services to more defined markets.

The Future: Business Networks

For large and small businesses, the ability to merge technological and data components with telecommunications systems will have significant applications. The NFL, for example, as well as augmenting and updating its current uses of telecommunications technology, projects linking all its domestic and international operations via voice, video, and computer. Not only will its teams be able instantly to communicate on such things as player trades, but all phases of the NFL's corporate network will be on the same page, electronically speaking, at the same time.

The Future: Coach-to-Coach Communications

The communication between NFL head coaches on the sidelines and their assistants in the coaches booth in the press box currently is neither absolutely reliable nor secure. This will change in the coming seasons as advances in encoding, scrambling, and transmitting information developed by GTE during the Gulf War are incorporated into coaches' headsets.

The Future: Interactive Fans

As video, telecommunications, and computer functions merge into integrated, compact home-based systems, your living room or den at home will become the equivalent of the network broadcast truck parked outside the stadium. Fans will be able to be their own game telecast producers, selecting camera angles, reruns of specific plays, and focusing on key players on critical downs, along with having on-screen access to NFL databases to track play-calling or to call up player bios. This expanded capacity for fans to become more involved with the games they watch will create exciting changes in the way games are presented, allowing sports programming to offer more involvement and information content than ever before. Actual implementation of this computer-based video/telecommunications system is not far away; GTE and the NFL presently are exploring interactive video trials, which could begin as early as next season.

When Does the Future Begin?

For GTE and the NFL, it Already Has.

GTE

Telecommunications Consultant to the NFL and Super Bowl XXIX

© 1995 NFL Properties, Inc. All rights reserved.

IT TURNS YOUR

COMPUTER

INTO A PHONE,

YOUR PHONE

INTO A COMPUTER, AND

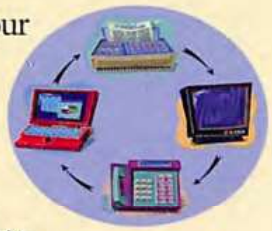
BOTH OF THEM

INTO A

TELEVISION.

(SORT OF.)

And it doesn't just connect video equipment, phones and computers. It'll provide you CD-quality voice transmissions. Your video conferences will be of broadcast quality. And you'll be able to send volumes of data from anywhere to anywhere.



It connects everyone to everything. And everything to everything else.

Instantly. Making it possible to do research at the Smithsonian without waiting in line. Hold a meeting at your headquarters with people scattered across the country. And attend a lecture without stepping onto a campus.

All in the same day.

All from your home or office. Today.

One fiber strand the thickness of a human hair can carry 22,000 phone calls.

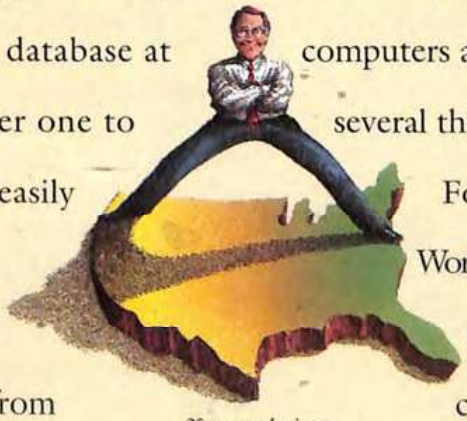
Which means you can now expect more from your phones, computers and video equipment. Including several things you'd never expect.

For more information about The World Class Network and the location of the nearest GTE demonstration center, call 1-800-GTE-4WCN. Or simply access our information with your computer by dialing 1-800-GTE-4927.

The World Class Network can change the way you work, and change the way you live.

Imagine using a computer to talk to a colleague face to face. Or a phone to download a database at the speed of light. Or either one to send and receive images as easily as turning on a television.

It's possible with The World Class Network℠ from GTE. It's the fiber-optic network that delivers voice, video and data on a phone line.



You can be in a Washington, D.C., museum and a Washington State orchard at the same time.

Experts predict a national information infrastructure will add $320 billion to the GNP.

GTE

It's amazing what we can do together.

The World Class Network is a service mark of GTE Service Corporation. © 1994 GTE Service Corporation. Services available in select GTE franchise areas.

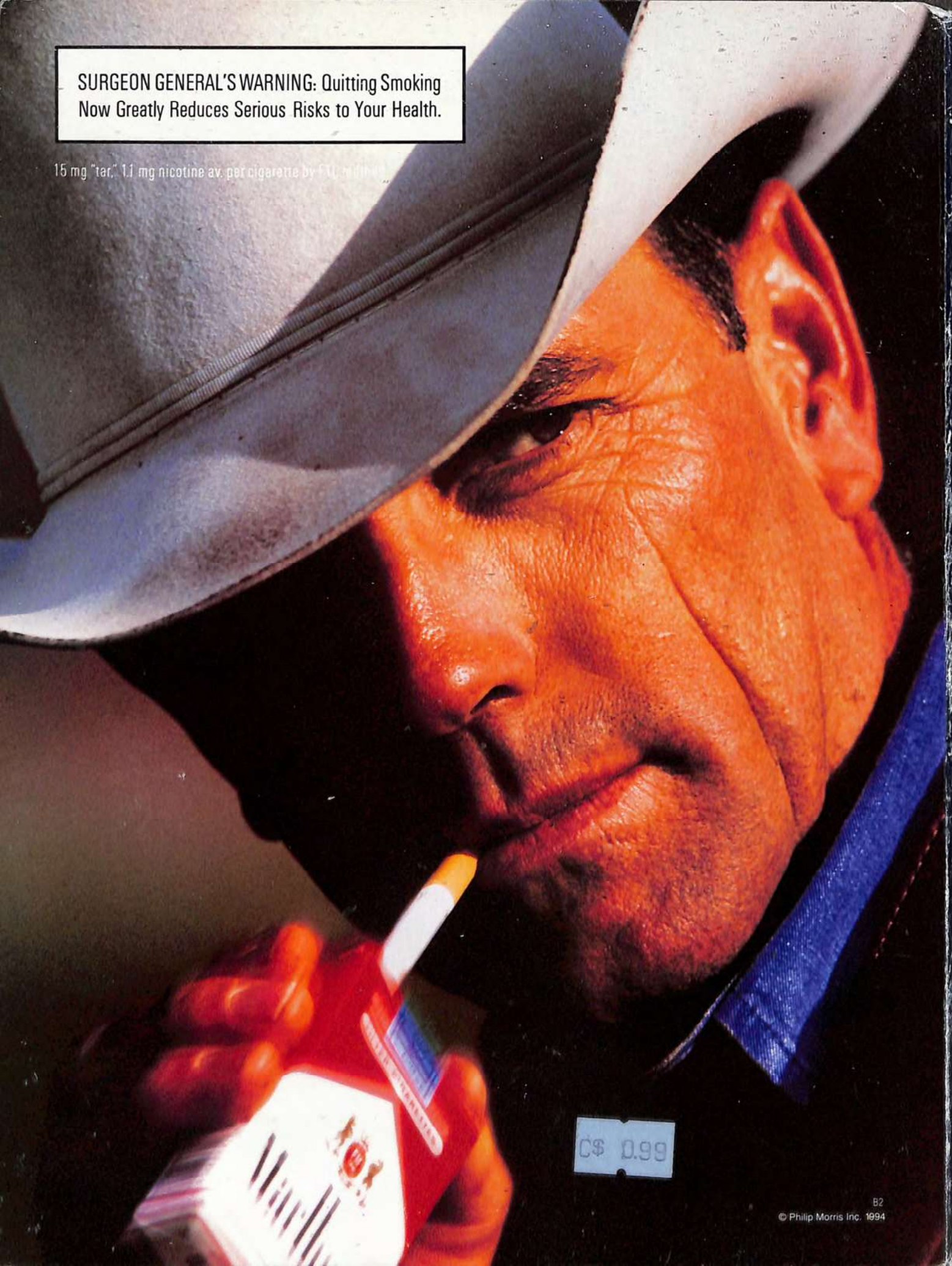
DEAR CAROLINA AND JACKSONVILLE:

GOOD

LUCK*

The National Football League.

*(THE OPINION EXPRESSED IN THIS ADVERTISEMENT IS NOT NECESSARILY THE OPINION OF THE OTHER 28 TEAMS OR THEIR COACHING STAFFS)


SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method
C$ 0.99
B2
© Philip Morris Inc. 1994

SUPER BOWL XXIX GAME PROGRAM